

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

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VOL. XCIX.

NEW YORK, MAY 21, 1921

No. 21

(NOW READY)

PAWNED, by Frank L. Packard, author of **THE ADVENTURES OF JIMMIE DALE**, etc. This latest mystery-romance has woven into it all the romance of the South Seas, and the mysterious adventures of New York's East Side. \$1.90

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Also in the Harper Window Service for June

Which will reach you on publication date of *Beauty*.

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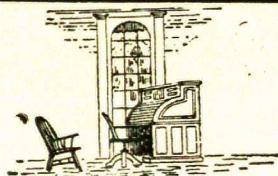
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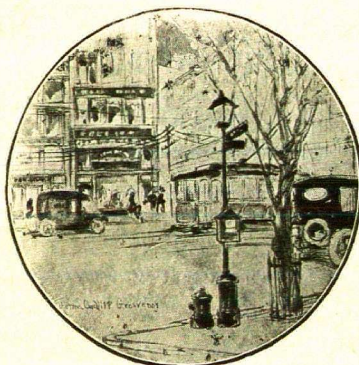
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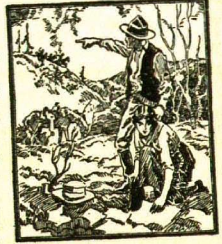
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Author of "THE GREAT IMPERSONATION"

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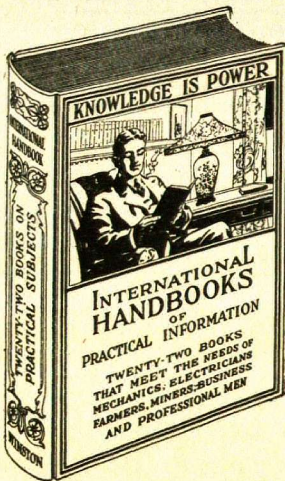
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JUNE 2ND-9TH

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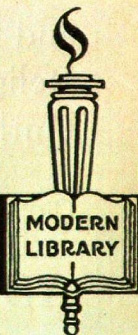
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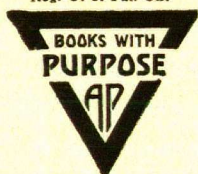


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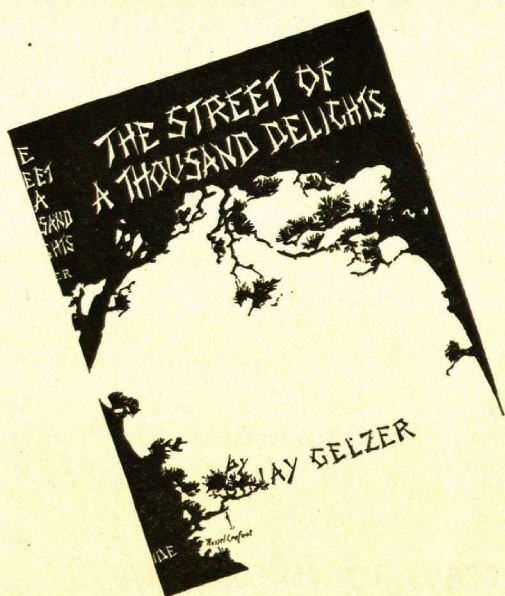
WE do not know that anyone has designated the books that ought to constitute a "five foot library" for progressive Christian ministers and laymen, but we are very sure that a half foot of any such collection should be occupied by this splendid series from Association Press, dealing in a broad, thorough and careful way with themes of vast importance and timely interest.

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NOTES ON RECENT FICTION

¶ Isabel Ostrander has written another of her ingeniously plotted mystery stories. *The Crimson Blotter* is the title, and it's the story of a murder committed under apparently impossible circumstances. The trail that leads to the discovery of the murderer is an exciting one and you'll be thrilled during every moment of the chase. \$2.

¶ Another, and equally absorbing, mystery yarn is Robert Orr Chipperfield's *The Man in the Jury Box*. Reviews invariably commend its originality of plot and the manner in which suspense is maintained until the end of the book. Second Printing. \$2.

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¶ The teasing irony with which James Branch Cabell has filled the pages of *Figures of Earth* has evidently commended that book to a great many people, for it has already reached a larger public than any of his previous novels. Mr. Cabell's books have of late been so highly praised that favorable comment from his publishers is superfluous. But—if you are still unacquainted with the work of one who is now widely considered one of the greatest living writers, *Figures of Earth* is a good book with which to make his acquaintance. Third Printing. \$2.50.

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CHICAGO, BOSTON, PITTSBURGH, DETROIT, KANSAS CITY, SAN FRANCISCO, PORTLAND, Ore.

TO THE BOOKSELLER:

It is proverbial that the type of novel, of which

Eleanor H. Porter's SISTER SUE

is a prime example, achieves its success, if it does achieve it, unaided by the critic, who as a rule merely notes its publication in a perfunctory paragraph, or more often passes it by entirely.

For this reason the high and evidently heartfelt praise with which leading reviewers are greeting **SISTER SUE** is a particularly pleasant omen.

"Quite the best of Mrs. Porter's charming books," "The best story that Mrs. Porter has written," "Her greatest and best story," "Better than 'Pollyanna' and more entertaining than 'Mary Marie,'"—so the reviews run, laying stress in almost every case on the fact that Mrs. Porter was right in calling **SISTER SUE** her greatest novel.

And no less enthusiastic are the letters from "just plain folks," who like the story so well, that they feel called on to write in and tell us so.

If the critics like it, and the public likes it, **SISTER SUE** is surely a book you can safely recommend. Meanwhile our advertising campaign continues both in newspapers and in religious magazines of national circulation.

HOUGHTON MIFFLIN COMPANY

Note. Among the important papers and magazines that have already printed favorable reviews of **SISTER SUE** are the *New York Post*, *Boston Globe*, *New York World*, *Detroit News*, *Portland Oregonian*, *Kansas City Star*, *Boston Post*, *Pittsburg Gazette-Times*, *Boston Herald*, *Philadelphia Record*, *Syracuse Herald*, *Hartford Courant*, *Indianapolis Star*, *Boston Transcript*, *St. Louis Star*, *Presbyterian Banner*, *Chautauquan*, *New Era Magazine*.

Prizes Offered!!

The American Booksellers' Association offers:

- (1) A Free Trip to the next Convention (entire railway and hotel expenses)—and
- (2) A Free Association Membership to those connected with the retail book-trade who submit the best and second best articles summarizing the constructive elements of the Convention and offering the best suggestions whereby these ideas may be put into practice and the organization more closely knit. (*See resolution No. XI in this issue.*)

HOW ABOUT YOUR SALESPeople ?

The PUBLISHERS' WEEKLY brings all your people in touch with the Convention as in this issue, it keeps all of them in contact with the trade week by week, it offers ideas, suggestions, discussions about all the elements of bookselling—that is, it does these things if *your salesforce see and read it.*

One of the constructive thoughts of many Conventions has centered about salespeople. Have you considered—

THE TRAINING OF YOUR BOOKCLERK

You know that the "P. W." can help your salesforce materially—you agree that to increase the efficiency of the bookshop you must increase the knowledge of the clerk. *Isn't it time to equip your staff with the book-trade journal?*

WE OFFER

1. Yearly subscriptions to the "P. W." for any or all of your clerks at *one-half regular rate.*
2. We will extend this new subscription one year, free of charge, for every one of your clerks who will submit articles as outlined by the A. B. A.
3. We will give a free two-year subscription *to the retail clerk* whose article wins either of the A. B. A. prizes, and if a *retail clerk* does not win the prize we will give this subscription to the most meritorious article from a clerk's pen.

The Publishers' Weekly

The Literary Magazine

having the largest circulation

The New York Times Book Review and Magazine has the largest circulation of any literary magazine in the world. Its sale, exceeding 500,000 copies each week, enables publishers to present their announcements to the largest group of intelligent, discriminating readers, all possible book buyers, ever assembled by a newspaper.

Combining the convenient and attractive form of a magazine and the timeliness of a news publication, the Book Review and Magazine has both freshness and permanency. Books are treated from the standpoint of news by men of letters.

The advertising rate of 75 cents an agate line for book announcements is the lowest advertising rate of any high-class periodical in the world. This is a cost of less than one cent a line for every 5000 circulation.

Printed in Rotogravure

Printed throughout in rotogravure, the text of the Book Review and Magazine is clear and the illustrations beautifully reproduced. Its 32 pages include etchings by renowned artists, engravings, photographs and paintings, faithful in reproduction of detail.

Book Exchange

As a means of inter-communication between booksellers, librarians and collectors of rare volumes, the Book Exchange, published in each edition, has given satisfactory results to many advertisers, who rely upon its efficacy in the disposal or purchase of books.

The New York Times Book Review and Magazine is part of the Sunday edition and is also issued as an independent publication at \$1.00 a year.

The New York Times

Times Square, New York

Dorothy Canfield's

The Brimming Cup

4th large printing—\$2.00

(Already second best selling book in America)

Alice Brown Says:

"It's a big book—not 'highbrow,' not for the few, but for us all, alive with splendid characters, vitalized by a warm human interest. It has a reality entirely unlike the rough carpentry commonly called 'realism.' Its men and women are full of human frailties, human longings and therefore—greatest test of all—you can't forget them. The children are marvels of sweet naturalness. Especially does she know New England, the look of the fields and woods, the feel of the air. The New England drama in it is inevitable and really great."

Sinclair Lewis'

Main Street

21st large printing—\$2.00

(The best selling book in America)

The most talked-about book of the present day is this remarkably well-written tale of small town life. It is gratifying to lovers of good books to find that this novel of sound merit is the best selling book in America.

Lytton Strachey's

Queen Victoria

By the author of "Eminent Victorians"

"A book which we place high above 'Eminent Victorians'."

—London Times Literary Supplement.

"Will become a classic in English literature."

—The New Republic.

Octavo—Illustrated—\$5.00—Ready June Seventh

Harcourt, Brace & Co., 1 West 47th St., New York

The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

May 21, 1921

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

A Note of Confidence

THE characteristic of this convention was confidence. As President Herr pointed out in his opening speech, the American Booksellers' Association has come of age, being twenty-one years old, and it celebrated its majority by stepping out resolutely into the discussion of bookselling conditions and problems in a way that gave evidence that it felt a confidence in its ability to cope with conditions which it has never felt before.

It would not have been surprising in a year that is full of rather troubling conditions, when all business men are carefully weighing each step, to have had a convention where there was cautious expression of opinion and doubts as to the months ahead, but instead of that there was a universal expression of the feeling that bookselling is on its way to a continuous expansion and prosperity and that bookstores are to take an increasingly important place in the business affairs of their communities.

The Program Committee had done well in selecting its general topic, "Reaching the Non-Book Reader," as this keynote, itself, suggested that booksellers realized that there were great areas of untapped possibilities for the distribution of books when the proper means could be found for reaching out. Bookselling is not like a business which has reached almost a maximum distribution and where any change in public temper might reduce the outlet. It is a business in which the output can be doubled without bringing the per capita purchase to a place at which there should be any fear that bad times would mean shrinkage.

The convention went on record as believing that the time is ripe for continued co-operation in publicity, and it prepared the way for constructive work in bookselling training and better store finance in order that the bookstores might measure up to the opportunities

created. American booksellers as an organized group have "become of age" and apparently intend to step out to their own.

The Bookselling Fellowship

ON Wednesday noon of the Convention the names of five booksellers who by vote of the members of the Association were elected as the first members of the Honorary Fellowship of the American Booksellers were announced. This Fellowship is the first effort of any business group in this country to take measures to give recognition to those in their business who have brought to it the highest standards of intelligence and efficiency. It was felt by all present that these certificates carried to their recipients as high a testimonial of appreciation as their fellow bookmen could offer.

Out of the fifteen nominated for this first year's voting the five elected included two from New York, Charles E. Butler, Vice-President and Treasurer of Brentano's, William Harris Arnold, of the Syndicate Trading Company; George W. Jacobs, of Philadelphia; J. K. Gill, of Portland, Oregon; and Joseph M. Jennings, of the Old Corner Bookstore of Boston—all names with a long record of good contribution to the cause of book distribution, men that have added much to the standards toward which the whole trade should be raised.

This Fellowship as it increases each year will give a notable opportunity for the trade not only to recognize high standards of efficiency in the profession, but to give an idea of the standards towards which new entrants into the field should work.

Booksellers Endorse Campaigns

THE Convention went on record as giving a wholehearted endorsement to the ideas embodied in the campaigns to promote a general interest in reading and book ownership, and, at the suggestion of the Resolutions Committee, voted \$1000 to the work of the next six months, including the Children's Book Week and the Year-Round Bookselling Campaign.

The Children's Book Week campaign is now in its third year, the idea having been launched at the Association's Boston convention which provided for the organizing of the special

Committee and appropriated funds toward the expenses incurred. In this first year the Association contributed \$400, and interested publishers contributed about \$1600 more, which covered the cost of the famous Jessie Willcox Smith poster and the distribution of this and many other fliers and material to bookstores and libraries.

The executive work for the first year was carried on at the office of Mr. Melcher, then Secretary of the Association. In the second year, 1920, the Association again approved the plan and provided funds to put a special executive in charge, so that Miss Marion Humble, who had been connected with the American Library Association war work, took active charge of the program from July to November. While the Association paid for this work, the interested publishers contributed funds to a total of about \$2500 to cover an increased quantity of posters, programs, and to cover other expenses. The success of last fall has brought much more complete support thruout the country from libraries and women's federations, schools and Scout leaders as well as from bookstores of every kind, so that the 1921 event will be even more important in its proportions.

This campaign will be made a part of the Year-Round Bookselling Plan which has been going forward for six months and which grew out of the suggestion for co-operative advertising made at the Booksellers' convention in 1920. The success of this effort proved one of the principal topics of discussion at the Convention, and there was hardly any speaker who did not in some way refer to its effect or reckon with it in his estimate of possible bookselling expansion.

The report of what had happened since the last convention was made by Mr. Melcher, who has acted as Chairman of the Year-Round Bookselling Committee, organized last December, and of the Religious Book Week Committee, whose work culminated in March. Miss Humble, who has been the Executive Secretary of the work, brought to the convention complete exhibits of posters and material, as well as books of clippings, showing the nation-wide response to this effort.

By careful planning the whole country has been set to talking about "Buy A Book A Week" and "More Books in the Home," and the feeling in every bookseller's mind was that under cover of such general promotion it

was much easier to get the book buying idea across. There was criticism from Mr. Sell and Mr. Brett of the exact wording of the slogan tho not of the general idea, but the question of any change in this was left to the Committee. "Read A Book A Week," "Wait A Book A Week" or "Have You Bought A Book This Week" were other suggestions made, but, as Louis Keating, whose speech last year had such an important effect in putting the plan in operation, said, "None of these seem to drive home so completely the idea of the book buying *habit*, which is, after all, the principal intent of this campaign." We have had campaigns to sell a book or *the* book, but the *habit* of buying books once established will help in getting full attention to all kinds of books.

Canada and the United States

A NEW Canadian Copyright Bill, as is shown in the news columns of this number, is again being presented for passage at Ottawa, and Dan A. Rose of Toronto as President of an organization known as "The Canadian Copyright Association" is pressing hard for the passage of this bill.

The Canadian Authors' Association has gone strongly on record against it, and there has just been received in this country a careful analysis of the bill by Herbert Thring, of the English Society of Authors, showing that the bill has been very carelessly drawn. Mr. Rose's argument shows that the chief plea for the bill is that it will be retaliatory legislation against the United States which is supposed to be getting an unfair advantage in Canada.

The American publishers have remained outside of this discussion and have taken no steps to be represented, as they have felt that any such action would be misconstrued and might prejudice the situation. It is undoubtedly true that trade in books in Canada has been tending increasingly to come toward New York instead of toward London, but there is nothing to indicate that this bill could do any more than give Toronto printers an opportunity to take an unfortunate advantage of the authors and, under guise of helping on Canadian literature, make it more difficult for Canadian authors to obtain a proper market.

There are many incentives besides copyright privileges to urge the manufacture of Canadian editions whenever the size of the market makes it practical to do so, and there will be an increasing tendency to manufacture in Toronto as that market increases. American books entering Canada pay a duty of ten per cent, and on top of that there is exchange which makes an additional difference of about eleven per cent on the wholesale cost, and it is now proposed, as shown in the Premier's message at Ottawa, to make the duty payable on the valuation *as affected by exchange*, that is, about a ten per cent increase on the present duty, and a lowering on the duty paid on books coming from England where exchange is the other way.

These various circumstances give reasons enough for bringing about a gradual Canadian manufacturing of books for Canadian consumption when the cost of plate-making and separate press running for small editions does not wipe out the savings. The conclusion cannot be avoided that Mr. Rose and his supporters are urging a shortsighted policy upon their country.

Those Books at Ten Cents

CONSIDERABLE advertising space in newspapers and periodicals has recently been taken in advertising a list of some 200 paper-covered classics at 10 cents each by the Appeal Publishing Company, of Girard, Kansas. As large space advertising for such series is not ordinarily undertaken, the PUBLISHERS' WEEKLY commented on this in its issue of May 7th.

A new angle on this has come to the front when in the full page advertisement in the *Nation* of May 14th, Mr. Julius, President of the Appeal Publishing Company, states that "It is very strange but nevertheless true that in pushing our low-priced books we are finding it hard to get into the magazines that are in the book business. The *Red Book* prints our advertisement which the *Literary Digest* rejects, but then the *Red Book* does not publish books. This is not a private grievance of ours, but we think it is a serious matter of great concern to the reading public, and we are paying our money to present these facts to the reading public, so that it may know that it is not easy to announce masterpieces at less than 10 cents per copy in the columns of a magazine issued by competitors."

In this advertisement it is also argued that the publishers of the *Literary Digest*, are to be denounced for using space, denied Mr. Julius to advertise Funk & Wagnalls own publication, Browning's "History of the Modern World"

at what is claimed to be an extortionate price of \$3.95 for 1000 pages. That this claim is made in bad faith is shown by the fact that Mr. Julius (co-author with Mrs. Julius) has just written a novel which was published this spring at \$2.00 for less than 300 pages.

In one case he is publishing a book on which he expects and deserves the usual royalty and for which \$2 is not too high a price. In the case of the advertisement he intends to draw attention to and arouse sympathy for his mail-order sales by giving the impression that there is an intent to suppress this method of book-selling.

The books published by the Appeal Publishing Company average about 64 pages each, size 3½x5, bound in tinted cover stock. Similar titles are sold by the 100,000 by the Little Leather Library Corporation, of New York, tho in rather more attractive binding, thru all the five and ten cent stores. Another series of 10 cent books of larger size, more pages and with attractive offset covers are in the market from the Reynolds Publishing Company.

The Appeal Publishing Company has done an interesting thing in using large display space in popularizing a long list of books of both classics and uncopyrighted material on current problems, but this is only using a new method for a type of book with which the book-trade is quite familiar.

Womrath Takes Bloomingdale's Book Department

THE book section of Bloomingdale's department store, situated in the upper section of New York at Fifty-ninth Street, has now been taken over by the Womrath organization, to be made part of their increasing chain of bookstores. Womrath's will install its circulating library system which is always a strong feature from the department store point of view, as it brings a regular group of customers to the store. This change of management will undoubtedly bring a change of book-selling policy, as Bloomingdale's has always followed the lead of Macy in selling new books at slightly below the list price, a practice that Womrath has never found necessary in building up and popularizing its book departments.

At the Womrath headquarters on Forty-fifth Street the executive offices have now taken over the entire sixth floor of the building, which gives ample space, well lighted, for the general offices from which are directed the many branches. The space formerly occupied on the first floor by the executive offices has been used for expanding the circulating library and equipment has been put in for what is to be perhaps a model of the type of lending library that this firm is endeavoring to develop. Special mahogany bookcases were built, a handsome rug laid, and the whole broad space has the comfortable and leisurely atmosphere of a private library.

Canada's New Tariff Regulations

CANADA'S new tariff regulations, as forecast in the budget speech delivered by Sir Henry Drayton, Minister of Finance, on May 9th, are bound to exercise a certain unfavorable influence on the book-trade between the United States and Canada. Hitherto, by a ruling of the Customs Department, the value of the American dollar, for customs purposes, was placed at 100 cents and duty on books imported by Canadian publishers and booksellers was imposed on that basis. Now, Sir Henry Drayton intimates that an amendment to the Customs Act will be introduced which will have the effect of rating the American dollar at its exchange value, which, of course, has been for some time considerably above par.

Not only will the Canadian importer have to pay duty on the premium on New York funds, should the amendment carry, but the sales tax to be levied on imported goods will also be applicable on the premiums, so that the cost of bringing in books of American manufacture will be substantially enhanced. Hitherto the sales tax on imports amounted to 1½ per cent when goods were sold to wholesalers and to 3 per cent when goods were sold to retailers and neither rate applied on the enhanced value of the dollar. The new taxes are 2½ per cent on goods sold to wholesalers and 4 per cent on goods sold to retailers and, if the amendment to the customs act carries, these rates will apply on the premium on the dollar as well as on the dollar itself.

A prominent Toronto publisher and wholesale bookseller, discussing the new regulations, stated that he intended in future to limit his importations from the United States solely to his own editions and to the publications of houses for which he acted as Canadian agent. All other books, which he has been accustomed to import for libraries and the convenience of the trade, he has decided not to handle. He also gave it as his opinion that the heavier duty and tax on importation from the United States would have the effect of stimulating buying in the British market, where exchange was favorable.

A change in the Customs Act is also to be made by amendment which is intended to secure a more efficient application of the provisions against dumping. The act at present provides that the value of imported goods shall be "the fair market value, when sold for home consumption, in the principal markets of the country whence and at the time when the goods were exported directly to Canada." The amendment will add to this, "such value in no case to be lower than the wholesale price thereof at such time and place," and addition provides that the value for duty shall not be less than the actual cost of production of similar goods at date of shipment direct to Canada, plus a reasonable profit thereon.

It is not anticipated that this will have any prejudicial effect on the importation by Canadian publishers of imprint editions. The im-

print edition, it may be construed, is different from the domestic edition and would not be sold in the United States. Further, conditions of sale of rights in the Canadian market would constitute another important difference between books manufactured for sale in the United States and those manufactured for sale in Canada. The question has not arisen in the past and it is not likely to come up now.

W. A. C.

Canadian Copyright Bill Up Again

HON. C. J. Doherty, Minister of Justice, who stands sponsor for the new Canadian copyright bill, named the following members of the House of Commons as constituting the select committee to consider and take evidence on the new measure—Messrs. Morphy, Mowat, Manion, MacKelvie, Rinfret, Jacobs, Euler, Gauthier, Wright and Doherty.

So far as can be ascertained only one member of the committee can lay claim to having produced a work of literature, tho two other members, being newspaper editors, may be regarded as being in the literary class. The author is Dr. Manion of Fort William, who, following a distinguished career at the front, wrote "A Surgeon in Arms." MacKelvie is editor of the *Vernon B. C. News* and Rinfret of *Le Canada*, Montreal. Mowat is son of a once noted professor at Queen's University and has literary sympathies. He and Morphy, Jacobs, Gauthier and Doherty are lawyers. Euler is head of a commercial college, while Wright is a rancher.

This committee of the House of Commons on copyright held its first session at Ottawa on May 10 under the chairmanship of Hon. C. J. Doherty, Minister of Justice. It was a field day for the printing and manufacturing interests who were present in force under the leadership of Dan Rose of Toronto, president of the Canadian Copyright Association, Tom Moore, president of the Trades and Labor Congress of Canada and F. W. Wegenast, counsel for the printers' organization. Canadian authors were unrepresented, a fact which caused some surprise to members of the committee. At the last minute, a stand on behalf of publishers and authors was taken by G. M. Kelley, who was retained to present their case by the Publishers' Section, Toronto Board of Trade.

Mr. Kelley put up a strong argument contending that no action should be taken which would jeopardize the interests of Canadian authors in other countries, particularly in the United States. The act, as drafted, did imperil rights already enjoyed and would have to be changed radically to safeguard authors' interests. Further, the draft bill contained clauses which interfered with authors' rights in Canada.

The committee adjourned to sit again on May 12, when it was expected that J. Murray Gibbon, president of the Canadian Authors' Association would be present.

Twenty-First Annual Convention of the American Booksellers' Association

Hotel Traymore, Atlantic City, May 10, 11, 12, 1921

Officers 1920-1921

EUGENE L. HERR, President,
LANCASTER, PA.
LOUIS A. KEATING, 1st Vice President,
SYRACUSE, N. Y.
VERNOR M. SCHENCK, 2d Vice President,
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MADGE JENISON, 3d Vice President,
DOBBS FERRY, N. Y.
BELLE M. WALKER, Secretary,
NEW YORK, N. Y.
JOHN G. KIDD, Treasurer,
CINCINNATI, O.

1921 Convention Committees

ENTERTAINMENT COMMITTEE

WHITNEY DARROW, Chairman

PUBLICITY COMMITTEE

LOWELL BRENTANO, Chairman
JOHN T. WITSIL
DUDLEY SIDDALL

PROGRAM COMMITTEE

CEDRIC R. CROWELL, Chairman
W. R. REED
MADGE JENISON
WILLIAM R. DAVIS
REGINA COVENEY

Morning Session---Tuesday, May 10th

The Convention was called to order at 10:20 by President Herr.

President's Address

By Eugene L. Herr

FELLOW-Members of the American Booksellers' Association and Guests:

I take great pleasure in welcoming you to this, the Twenty-first Annual Convention of the American Booksellers' Association, at the beginning of the session, and hope you will all have a thoroly profitable time at the business meetings and a thoroly enjoyable time at the various entertainments that have been prepared.

I believe we are most happy in having selected Atlantic City as a meeting place for this Convention, as it presents something entirely unique in our gatherings. The plan of the Committee, which has prepared the program for this Convention, has been to develop a thoroly worth-while theme and one that is very dear to the hearts of all who are interested in the book-trade at the present time: "How to Reach the Non-Reader."

We have all felt that there is a vast untouched multitude among the American public who are not now, and never have been, book readers, book buyers, or book owners. In fact, we feel pretty certain that not much over one per cent of the American public are regular book buyers, and that somewhere in the remaining 99 per cent there must be a large number of persons who have the financial means to buy books and the mental capacity to enjoy them.

It is our hope that, thru the addresses that will be delivered and the papers which will be read and the discussions which will follow these from the floor, each one of us may be able to carry back to his own city and his own shop a number of worthwhile ideas

which will help him enlarge his clientele, thereby increasing both his usefulness and his profit.

The Twenty-first Convention immediately suggests to our minds that this Association has come of age and has had a long and rather useful career, and we feel happy in believing now, at its maturity, that it is stronger and more representative of the American book-trade than it has ever been before in its existence.

To some it may seem futile to hark back to those days in the early part of this century when this organization was formed, but, as there are many in the audience who have not been in the book business nearly so long as the Association is years old and are not thoroly familiar with the difficulties that the Association went thru in its earlier years, I feel justified in briefly reviewing a little of its history.

In 1900 a very small but devoted band of retail booksellers gathered together; they were struggling with the very serious problem of how to make a living out of a business in which the basic part of the merchandise was being sold at considerable less than cost of the merchandise plus the cost of doing business. Books had been used by the department stores and all kinds of cut price merchants as the bait with which to lure customers into their stores, hoping to persuade them that all the merchandise was being sold on a similar cut rate basis to that of the new novel, which being issued by the publisher at a list price of \$1.50, was offered by them to the public at 98c. and, in some cases, for

less. Even the conservative bookseller was selling standard books, listed at \$1.50 and costing him approximately 90c., at \$1.20 or less.

This serious condition was rapidly driving the old-fashioned bookshop completely out of existence and the entire system of retail book distribution was in great danger of being annihilated. Step by step, over a course of many years, with painful effort and at much cost of time and money on the part of the few individuals who fathered this Association's early activities, these conditions were ameliorated.

After a number of years of the most persistent effort and after one or two novels had been successfully published on a net price basis, the publishers were induced to issue all their publications on a basis of price which was to be the net retail price to the customer.

Enlarged Discounts to Cover Costs

At first this system was conducted on a rather narrow margin of discount which, after a few years' experience, developed the necessity of granting to the booksellers a discount which would more adequately cover the cost of doing business and allow a small margin of profit besides, and, as time went on, it has been possible for the Association to have this discount slightly enlarged to cover the gradual increase in the cost of conducting a retail book business.

These steps, which I have synopsized in such few words, were only accomplished after years and years of the most persistent effort on the part of those who were active in the Association, and while, generally speaking, the publishers have been only too anxious to co-operate with the Association when it was possible, there have been many times when it was hard to convince them of the real necessity of some of our recommendations. However, when one compares the economic and financial condition which exists to-day among the retail book distributors thruout the country with that of twenty years ago, I feel more than assured that all the efforts the Association has made have been **worth** while. The Association has been active thruout its career in endeavoring to persuade not only its members but all in the trade to improve their methods and get fair and profitable prices for their commodities.

In the Matter of Discounts

In the matter of discounts, starting at 25 to 30 per cent in the early days of net prices, the Association has demonstrated from time to time the necessity of a larger discount to cover the cost of doing business adequately. First 33 1/3% was secured, and in recent years the Association has clearly shown to the publishers that a minimum discount of 36 per cent was indispensable to the successful conduct of a retail business. With the cost of doing business standing to-day at 30 to 32 per cent, it is absolutely suicidal to try to do business even on pick-up items

on a smaller margin. I am happy to say that a large number of publishing houses have recognized this fact and are now granting this discount on all orders. In the year just past, quite a number of additional houses have taken this just step. On the other hand, I am sorry to say that there are a number of firms of high standing who still grant only the minimum discount on small or pick-up orders, tho allowing it on traveler's orders, or on orders for five copies or more. I am sincerely hopeful that all such will quickly see their error and remedy this condition, for the general granting of the minimum discount on all orders, including pick-up and small mail orders, is absolutely necessary if the small bookshop and the bookshop in the small town or city are to thrive; and only by the development of more book stores, especially book stores in many cities and towns which are to-day unserved by a regular bookstore, can we hope to develop a wider distribution of books thruout our country. Certain of our larger centers are adequately equipped with first class bookstores, and these stores are using the very best methods for widening their business and increasing their book distribution. These larger stores in the larger cities are likewise in the fortunate position of generally being able to buy such quantities as will insure securing the minimum discount, or better.

Cost of Doing Business

That the cost of doing a retail book business is today not less than 30 to 32% has been amply demonstrated by statistics from large and small bookshops, as well as department stores. In fact the department store cost is apt to run higher, probably because its accounting methods are more exact, and it is more particular in charging in all items properly belonging to overhead. This burden of overhead is likely to bear heaviest on the newer and smaller shops, and for this reason they should receive the most liberal treatment possible, for this class of venture in the book business must be encouraged, if the publishers would see the number of their outlets increase and improve. It must be borne in mind that a bookseller, who would carry a somewhat representative stock, must handle some books at least from 25 or 30 lines, many of which are fairly comprehensive in their scope; and when books are ordered in quantities even as low as one or two copies of non-fiction titles and the stock is carefully kept up, the investment is considerable and the turnover, unfortunately, none too rapid. Further, when the said bookseller, who has represented a publisher's books, is fortunate enough to sell his copy or two, he should be able to replace this item in like quantities at the minimum discount of 1/3d and 5. To make him buy such books to replace stock at a smaller discount is absolutely wrong. Now the publisher argues that to fill these small orders for one and two copies costs considerable extra money. True. On the other hand, there is the extra expense to the dealer for ordering and in postage. However,



MR. AND MRS. EUGENE L. HERR AND MR. AND MRS. WARD MACAULEY

this is one sure way of keeping up a representative stock in the small bookshop, and it should not be discouraged because to do so entails a real loss to both the publisher and the bookseller.

The same argument holds true in cases in which a book is ordered especially for a customer. It is a recognized fact that no book store, however complete, can have everything in stock that is asked for; and it is equally true that on these orders the bookseller should have a legitimate profit. The well-equipped bookseller offers a service in securing these pick-up items, which is costly. If he would serve his public adequately, he must subscribe to the trade magazines and use the United States catalog and equip himself in every way to have the information that the public has a right to expect him to have.

I have gone into this matter at some length because to my mind the allowance of the minimum discount by all publishers to all regular book dealers, who are carrying a reasonable stock of books, on all orders, whether they are large stock orders or small pick-up orders, is a fundamental requisite to the development of the number of smaller bookshops and the

bookshops in the smaller cities and towns which is one sure way of developing the terminal market that the booktrade requires. In this connection, it might be well to state that, while a reasonable scale of quantity discount seems to be inherently right and has been approved by this Association, I firmly believe that at this time the maximum discount should not be made too great. The published retail price should be a fair one. It must be high enough to cover the cost of productions, royalties, overhead of the publisher, and a fair margin of profit for him. Also the dealer's margin must be large enough to cover the cost of doing business and assuring him of a fair profit within these limits. The retail price should be kept as low as possible and, if there is any tendency to reduction of cost, this reduction should be passed on to the consumer in reduced retail price just as quickly as possible. It is important to bear in mind, however, at this time particularly, that when such reductions are permissible, they should come about in an orderly fashion by the publisher himself reducing the net retail price, and not by a tendency to expand the maximum discount largely in the hope of securing quantity

orders, and thereby presenting the opportunity for indiscriminate price cutting.

I think it is very important at this time to reiterate and lay renewed stress upon the importance of the Net Price System. The book business during the entire war period was singularly free from profiteering. Retail book prices have been kept as low as possible, sometimes indeed lower than was warranted by conditions. This fact renders it difficult to show in book prices the marked reductions that have been shown in other commodities, and, personally, I do not believe that reductions in book prices can be expected to come very rapidly. I would suggest to the publishers the importance of continuing to stress the word "Net" in connection with the advertised retail price of books, and I feel entirely convinced that, just as rapidly as conditions warrant, they will make such reductions in the prices as are possible.

A Compromise Measure

Before leaving the matter of prices and discounts, I would like to have it borne in mind by all alike—booksellers and publishers—that the minimum discount of one-third and five is really a compromise measure and should be accepted in good faith by both the bookseller and publisher as such. Publishers must bear in mind that there have been and still are many booksellers who contend there should be a minimum discount of 40%, and some of these booksellers have taken grave exception to the action of the Association and its officers in refusing to make a demand for a flat 40% discount. The Association has endeavored to take a fair stand, taking into account the interests of both factors of the book-trade, and it is for this reason that we feel so keenly the reluctance of certain publishers to adopt this discount in full as suggested.

In the matter of promotion work, the American Booksellers' Association has taken advanced ground for a number of years. Thanks to the activities of our former Secretary, Mr. Melcher, and his corps of assistants, "Children's Book Week" has been made a very large factor for the book-trade for the past two years, and it has undoubtedly resulted in greatly increased interest and a largely increased sale in children's books of the better kinds.

Co-operative Campaign Abandoned

It is a matter of extreme regret to your President, as well as to the entire Executive Committee of your Association, that the ambitious plans which had been laid for a Co-operative Book Advertising Campaign had to be abandoned. A very large amount of work was done on this by a committee consisting of your executive committee and a committee from the publishers, and almost \$60,000 was subscribed to the project. Due to a number of factors, which were explained in a bulletin issued at the time, the Committee deemed it unwise to carry thru the project in any modified form, and it was postponed for the time being.

Since the last Convention, the National Publishers' Association has been organized, and Mr. Melcher has resigned the secretaryship of this Association to become the Secretary of the Publishers' Association. As the Publishers' Association is to a considerable extent devoted to promotion work in the book-trade, any further initiative in this campaign has been left to them, as, in any event, at least 90% of the funds for such a campaign must come from the publishers' end. As far as the retailers are concerned, I am inclined to believe that the retail bookseller everywhere can best spend his funds for promotion work by larger and more carefully prepared publicity in the daily press of his own community.

It is a matter of extreme congratulation to the entire trade that the advertising of a number of publishers, both in the magazines and in the newspapers thruout the country, has become modernized and is appearing, in many cases, in an attractive and compelling form. Books are being advertised as never before, and a large proportion of this advertising is so directed that its results should reach live and aggressive booksellers. I have already seen proofs and plans of several campaigns for the remainder of this year that give great promise of interesting a large public. If this publicity of the individual publisher is capitalized by the local booksellers in their own local newspaper advertising, in their window and counter displays, etc., there cannot help but be a great increase in the distribution of books and the business of the individual bookseller.

Year-Round Bookselling Inaugurated

Mention should here be made of the campaign known as the "Year-Round Bookselling" campaign, which was inaugurated last winter by a Committee of which Mr. Melcher was Chairman. This campaign was thought out along very careful lines, and the material which has been supplied to the trade, as well as the advertising suggestions which have been passed along, is worthy of the fullest consideration by retailers. The Executive Committee of this Association in January heartily endorsed the "Year-Round Bookselling" campaign, and it is our hope that the same campaign will be carried on thruout the remainder of the year.

In surveying general trade conditions, it is a source of satisfaction that the book-trade has not been influenced to the same extent as many other lines by the depression in trade which has prevailed over the country for the last six or eight months. While it is true that the booksellers' purchases from the publishers ever since last fall have been very much reduced, I have had information from many parts of the country which leads me to believe that booksellers have been rapidly liquidating the stock which they had on hand and getting same down to a normal basis without suffering any loss. Purchases have been made on a much more conservative basis and, generally speaking, I believe that booksellers

are in a healthy condition, both from the standpoint of stock and a financial standpoint. The book-trade has been fortunate in being somewhat behind the general trend of events in the business world, so that both the publishers and booksellers have been able to trim their ships according to the changes of the business winds.

I do not have at hand what you might call the vital statistics of the book-trade, but I believe that it has been very fortunate in getting thru the year with a very slight number of failures and business losses. There is one trade custom I would like to recommend at this point, as I believe it would tend to a healthier financial condition both for the bookseller and the publisher, I would like to recommend to all publishers that they adopt terms of settlement allowing the retailer to discount all of one month's bills on the 10th of the following month, less 2%; and that on bills sold with January 1st dating they allow discount for anticipated payments of 1% a month, i. e., payments October 10th, less 3%; November 10th, less 2%; December 10th, less 1%; January 10th, net.

I believe that, if these recommendations with regard to discounts were adopted generally, it would have the tendency to greatly improve payments of booksellers' accounts, and would aid the publisher by providing him with cash capital anywhere from 60 to 90 days earlier than he might otherwise expect. This practice would also have a very healthy tendency toward keeping the booksellers' purchases within a safe limit in relation to their capital, and would in all probability increase the number of their turnovers.

These recommended schedules of discounts are those that prevail in many lines, especially in stationery lines which are dealt in by a

large number of booksellers. I am thoroly satisfied that many stationery accounts are discounted promptly because of these discounts, while book publishers' accounts are allowed to run to maturity and often times much longer because there is no premium, or at least an inadequate one, for early payment.

I have outlined in this address some of the rather practical things that have come to my mind and under my notice during the past year. My suggestions have been largely along lines that will help the young bookseller and the small bookseller and the bookseller in the small town, and I believe it is this class of dealer who needs the greatest possible amount of encouragement if we would see the book-trade expand. I am reasonably satisfied that the big outstanding dealers in the big centers are well able to take care of themselves; but, in many cases, the little fellow has a hard time reaching the publisher with his very just complaints. He cannot thrive unless he can make money and he cannot make very much money unless he secures most of the things that have been outlined in this paper without being under the constant necessity of fighting for them on every occasion.

I want to take this occasion to thank all of my colleagues on the Executive Committee for the great amount of interest and activity they have shown thruout the year. It is only by their help and encouragement that whatever has been accomplished has been made possible.

I also want to take this occasion to thank publicly the several chairmen and members of the committees who have made this Convention possible and have given it the promise of such great success and enjoyment.

PRESIDENT HERR: The next item of business will be the treasurer's report.

Report of the Treasurer of the Year 1920-1921

By John G. Kidd

Balance in Treasury May 10, 1920	\$1,142.31
Two \$500 Certificates of Deposit	1000.00
	\$2,142.31

RECEIPTS

264 Membership Dues at \$10	\$2,640.00	
68 Membership Dues at \$ 5	340.00	2,980.00
Interest on Liberty Band	42.50	
Interest on Certificate of Deposit	15.00	57.50
		<u>\$5,179.81</u>

EXPENDITURES

Badges for Convention	\$ 59.60
Advertising Convention 1920	75.00
Reporting Convention 1920	130.12
Printing and Postage	77.50
Printing Programs, etc.	214.75
Expenses of Officers, Convention 1920	216.30
Expenses of Speaker, Convention 1920	92.49
Sundry Convention Expenses	33.25

Publicity Campaign 1921	100.00
Incidental Expenses of President, Secretary and Treasurer	247.00
Printing, Postage and Sundry Expenses	387.08
Traveling Expenses of Officers	339.57
Salary of Miss Humble, a/c Children's Book Week	375.00
A/c of National Advertising Campaign, Mr. Alex. Grosset, Chairman	500.00
American Fair Trade League	200.00
Certificates of Deposit	1,000.00

\$4,047.66

Cash Balance on Hand May 9, 1921	1,132.15
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\$5,179.81

ASSETS

3 Certificates of Deposit	\$1,000.00
U. S. Liberty Bond (par value)	1,000.00
Cash Balance	1,132.15
	<u>\$3,132.15</u>

In addition to that, since last night we have secured \$210 and various new members. (Applause.)

The expenses this last year were very much heavier than usual, but we seem to have met them successfully, and I think that the assets, in connection with a proposal I have to make, will be sufficient to carry on this Convention in the future, without the assistance, directly, of the publishers.

We have had considerable activity in the Membership Committee. Mr. Herr appointed district chairmen, who have all worked most enthusiastically and quite successfully. Our complete membership up to this morning, was 382 as against 272 last year and 253 the year before.

NUMBER OF MEMBERSHIPS TO MAY 7, 1921

State	No. of Members
Arkansas	1
California	8
Colorado	8
Connecticut	10
Delaware	3
District of Columbia	6
Illinois	31
Indiana	6
Iowa	2
Kansas	2
Kentucky	2
Louisiana	2
Maine	2
Maryland	6
Massachusetts	48
Michigan	10
Minnesota	5
Mississippi	2
Missouri	1
New Hampshire	5
New Jersey	5
New Mexico	1
New York	115
North Carolina	5
North Dakota	1
Ohio	16
Oregon	1
Pennsylvania	42
Rhode Island	2

South Carolina	2
South Dakota	1
Tennessee	4
Texas	2
Utah	1
Vermont	1
Virginia	5
Washington	4
West Virginia	3
Wisconsin	6
Miscellaneous	1
Singapore	1
Paris	1
Total	380

New York's membership increase is the largest in numbers, 78 to 115, but Colorado has the highest percentage. Out in Singapore, the Kiat Company of Change Alley, considers itself greatly honored by being a member. On all its stationery it announces the fact that it is a member of the American Booksellers' Association, and we all might well do the same.

As chairman of the Membership Committee, I should like to thank some of the people who have so enthusiastically co-operated in securing new members. I don't know whether there is any medal prepared for solicitors of memberships, but I think Miss Belle Walker deserves one, because she has turned in the highest percentage of new members. I would like also to thank Hugh Shields, who represents the Denver Dry Goods Company and who delivered to me five members last night and also fifty dollars. Hulings Brown is a most enthusiastic collector of memberships. Frank Shay, the unusual bookseller, has worked enthusiastically for the Association, and so have Mr. Short, who represents G. & C. Merriam, G. W. Littlejohn of Chicago, Dorothy Grant of New York, Miss Hubley, Miss Dempsey, Phil. Grosset of New York and Fred Gertner of Cleveland. We have now approximately three hundred and eighty members. If we can get this up to between five and six hundred members, we will be a body that is absolutely independent of anyone. In other words, we will not be directly dependent on

the publishers for an income sufficient to carry on this work that has been started. There are a great many of the publishers who have not been members and it strikes me that if they would all join this organization, it would enable us to go along and follow our own lines and not have to be more or less in the position of having to ask for money, and if this meeting feels that there is anything in that, I should like to have a resolution put

thru to that effect. I believe that we can dispense with the publishers' services as bankers and that fact might be of great interest to them.

The report of the Treasurer was voted received, referred to the Auditing Committee, and made a part of the record of this meeting, and the President appointed, as an Auditing Committee, J. C. Kemp, H. C. Barnhart and S. L. Nye.

Report of Entertainment Committee

By Whitney Walker

The program is in your hands. There are no further details. I am asked to make one or two announcements. Miss Dempsey, the Chairman of the Committee, asks that *everyone* come to the dance. Everyone should come in

costume, if at all possible, but if you haven't costumes, that shouldn't keep you away. The dance starts at nine o'clock in this room. At ten o'clock, the prizes for the best costumes will be awarded.

Report of the Secretary for the Year, May 1920-1921

By Belle M. Walker

MR. President, I wish to thank Mr. Kidd. It was a great surprise to me to know that I had turned in more members than anyone else. It seems to me the others could not have worked very hard, because my memberships came very easily. The fact that I make this Secretary's report is due to Mr. Melcher's resignation last fall. There are one or two things I would like to say in the way of a report. I have had printed a new edition of the constitution with the revisions that were adopted at the last Convention.

Parnassus on Wheels

It has been suggested that the Association have an emblem. Mr. Kidd remarked just now that the letterheads should announce, "Members of the American Booksellers' Association." That might meet with the approval of the Association. Just what that emblem would be or represent would have to be decided. It has also been suggested that there be a bulletin, something like the National Manufacturers' Association, to come out once a month and have all the business of the year in it.

At the Convention last year the project of the Caravan Bookshop was touched upon before it had begun its three months' pilgrimage from Cape Cod to Maine, including Bar Harbor, to the White Mountains and as far as Lake Placid, where the State Library Conference was being held. For those who have not heard of the results of that trip a few incidents may interest them. The idea of the Caravan Bookstore of 1000 volumes as an actuality of publicity value was due to the imagination of Miss Bertha Mahony, of the Boys' and Girls' Bookshop, in Boston. She was correct in thinking that the people of the small towns who had not the advantages of the bookstores would be interested in this method of putting books within their reach. The

largest buyers were found at the smallest villages and the cheapest resorts. Three days was the limit of time at any one place.

At Brewster, Mass., an iceman asked for a "History of Ireland." He said that he had a copy once, but had loaned it, and it had never been returned—this experience is evidently limited to no special grade of society—and he said, "I always said that if I ever owned another book it would be the 'History of Ireland,' so he paid two dollars and the book was ordered for him. At Plymouth a group of traveling players bought a copy of Lincoln's "The Portygee" for the cook. At Falmouth the movie picture men staged a scene on a farm where the farmer's wife was to walk into the house with a book under her arm. This she did, but refused to give up the book, saying, "You have trampled over my potatoes, and I guess I can have the book." In one town the editor of the newspaper, who was mayor of the town and president of the library, spent the day in the Caravan and bought generously for the library. In one of the towns school children came to the Caravan bringing their parents, who had never been in a bookstore before, and the children handled new books for the first time in their lives. One boy read three books in one day because, he said, that he knew the Caravan would not be back again that year. What particularly pleased Miss Frank, the librarian who went with the Caravan, was what people bought in comparison to what they borrowed from the Library. She said that they came to buy—considering buying an educational adventure—they bought biographies, travel books, books in nice bindings, the better class of fiction, and works of such authors as Walpole, Hudson and Conrad. All this attests to the need for a wider distribution of books.

This year has seen the growth of the Women's National Book Association and the plan of the year's program has been to have, at the monthly meetings, speakers on subjects of practical and commercial value to its members, as for instance, "How a Woman May Finance Her Own Business," which was the theme of the last meeting. Prior to the meeting all members, who can, meet and dine to-

gether, and a dinner club is being formed out of this arrangement that is a great success. A page devoted to these meetings is given every month in the PUBLISHERS' WEEKLY and *The Bookseller and Stationer* and this page is run off and mailed to the out-of-town members instead of the stenographic reports that used to be sent.

The report of the Secretary was adopted.

Report of the Program Committee

By Cedric R. Crowell

LADIES and gentlemen, you will find all notices in the programs which I think all of you hold in your hands. I would point out what the Program Committee considers the theme of this particular convention program. We all of us felt that if we could reach the potential book readers, that we could all increase our gross sales tremendously and our profits proportionately. It was that which prompted us to select as the main theme of this Convention, "How Shall We Reach the Non-book Reader?"

Make Them Reviewers

We felt that it was impossible for us to determine with accuracy the answer to this question unless we could first determine what the people want to read. I was told yesterday that a prominent book reviewer, from the time that he graduated from his university, until seven years ago, read no book for pleasure. He read a few, because he had to. Until he began his book reviewing, I am told he didn't read any books for pleasure.

There are millions like that and if we can find out how to reach them, find out what they want to read, then we will have one premise upon which to work. The next point after we determine what they want to read, is how the bookseller can create a public and give it what it wants. The third thing that we wanted to point out was the two methods by which a book shop could increase its efficiency, and we think we have done that in the program that you will hear.

Next Year's Program

If I may make for the Committee three recommendations, I should very much like to, Mr. Chairman. The first is, I think, that at the next Convention, we might have a series of model book windows. The committee this year tried to work out some scheme whereby we could have a series of six or eight model book windows, prepared by some window dressing expert here at this Convention, but the fact that we are all away from our base of supplies made that impracticable. It would have been much too great an expense, considering the fact that someone would have to be sent down to erect the windows and design and plan them and get the books. The

Committee thinks that if the Convention is held next year in a publishing center, or even in a book selling center, it will there be possible to have what we consider this important contribution to the Convention.

We also wanted papers on how to run a mail order department, and hoped to have such a number on the program. Unfortunately, we were unable to secure the man whom we thought best qualified to tell us how to run a mail order department, and rather than have a second best, we decided not to have it this year, but to recommend to the Convention and the Association that such a number be included next year on the program.

The third suggestion is prompted by our interest in cost findings. You will note on the program that Dewitt C. Eggleston, a professor of cost accounting and the author of two volumes on cost accounting, is to address the Convention on Wednesday afternoon. He will tell us what he, as an accountant, considers an ideal accounting system for the small book shop. I have had several conferences with Mr. Eggleston and finally persuaded him to serve, if this Convention would appoint a committee with him. He will be glad to give his time at absolutely no cost to the Association, to working out in more detail than he can in a short address, an ideal accounting system, which the retail seller may adopt or decline to adopt as he sees fit.

Cost Keeping

It seemed to the committee that if some such system were used, we could much more intelligently compare our costs of doing business—how much turn-over we could secure, how much profit we could make and we could do it more intelligently than we do to-day by hit-and-miss methods.

I would like also to advise you that the committee has arranged to have at the back of the hall, as you will see in the program, a question-box, into which we ask you to deposit any questions that you would like to have answered, pertaining to bookselling. We do not promise to answer them all well, but we will answer them one way or another, doing our best. I should also like to thank the members of the Committee who have made the program possible.

Report of the Board of Trade, 1920-1921

By Charles E. Butler

THE Board of Trade submits the following report of its activities. The principal effort for some time past consisted in obtaining from the individual publisher, an adequate profit in the selling of books, asking therefor a minimum discount of $\frac{1}{3}$ and 5 on one or more copies, with special rates for quantities, etc., it having been fairly estab-

had asserted was the case. In the address it was further advocated that the Board of Trade make every effort to have the publishers appoint a standing committee to meet the Board of Trade, and take up all questions affecting trading interests, wherein there were differences between bookseller and publisher, and bring the same to a final, and possibly satis-



ARTHUR LEON, EDWIN O. CHAPMAN, CHARLES E. BUTLER, LUTHER H. CAREY

lished that the cost per dollar of sale to the bookseller had advanced to $\frac{1}{3}$; hence buying at $\frac{1}{3}$ and selling at $\frac{1}{3}$ clearly showed a non-profitable transaction. This was made known to the individual publisher, and by many conceded, and the better discount of $\frac{1}{3}$ and 5 granted. Many publishers have not conceded this, still maintaining the non-profitable discount.

In an address delivered at the last Convention, the putting of all booksellers on an adequately profitable basis was urged as absolutely necessary and essential if better distribution of books was desired by the publishers. It was set forth and argued that a better distribution could not be asked for or expected of any bookseller if it rendered him inadequate profit in selling books, as the Board of Trade

factory issue between both parties. Along these lines it was planned that the Board of Trade should operate during the coming year.

At the same Convention an address was delivered strongly urging the advisability of an advertising campaign on a large scale, the publishers and booksellers contributing money to said fund in certain proportions, etc.

Immediately after the Convention the Board of Trade learned that the Executive Committee had requested a committee of the publishers to meet them, and to discuss with them the question of combined advertising.

At a meeting of the Board of Trade June 8th, this situation was taken up and very carefully considered. It was felt that the taking of such a step was inadvisable, and would very greatly interfere with the efforts and success

of the Board of Trade in their continued efforts to obtain the minimum discount of 1/3 and 5 on the ground. That if there was any truth in the assertion of the booksellers, the PUBLISHERS' WEEKLY, the *Bookseller and Stationer*, and the Board of Trade in particular, that retail dealers are not making adequate profit from their business, it surely was and is the bounden duty of all concerned, to make every possible effort to make the book-selling business adequately profitable, and that until that was accomplished, it was absurd to ask the booksellers to contribute money to increase the sale of merchandise on which they made no profit.

The Board of Trade also felt that as the Executive Committee had taken the step which it had, the Board of Trade should take the opportunity of laying before the publishers, the absolute necessity of first making book-selling adequately profitable to the bookseller before entering into a large advertising campaign. The following letter was sent:

New York,
June 17, 1920.

A meeting of the Board of Trade was held June 8th, 1920, and the following resolution was passed: That the Board of Trade present to the Executive Committee of the American Booksellers' Association, the immediate need of the retail trade for a minimum discount of 1/3 and 5, and that we ask the Executive Committee to secure the discount from all those publishers who have not already granted it, and also that the Board of Trade is heartily in accord with the advertising scheme; but we think that the discount of 1/3 and 5 should be urged of the publisher at this time, and that the success of the advertising scheme would be assured in this way.

The Board of Trade will be glad to co-operate with the special Committee to these ends.

Sincerely yours,

THE BOARD OF TRADE,
(Signed) Charles E. Butler,
Chairman.

In August 1920 the National Association of Book Publishers was formed with Mr. J. W. Hiltman of D. Appleton & Co. as President. The Chairman of the Board of Trade sent the following letter to Mr. Hiltman:

New York,
August 26, 1920.

Mr. J. W. Hiltman,
President, The National Association of Book Publishers,
c/o D. Appleton & Co.,
New York.

Dear Mr. Hiltman:

The Board of Trade of the American Booksellers' Association offer to you their sincere congratulations in the re-organization of the publishers, and at the same time extend to you their heartiest co-operation. We hope that later on, it may be your pleasure to appoint a committee to work conjointly with the Board of Trade in taking up the various problems that confront us, which we can discuss and properly settle within the law.

We assure you that the Board of Trade has no impossible schemes or ideas, to formulate, but we are actuated solely by the idea of bringing about sound business conditions with a fair and reasonable profit to all concerned, having in mind the various difficulties incidental to publishing and book-selling.

We have now, and have always had, an abiding faith in the great possibilities that can be accomplished, if we only get together, with the determination to solve the problems that have had such a deterrent influence, the accomplishment of which would redound to the ultimate growth and benefit of the Book Trade.

We believe the opportune time has arrived when practical results can be brought about in the direction as here proposed, and trust the National Association of Book Publishers will heartily join with us in this big effort for our mutual benefit and uplift, and for the people of the United States, to whom are due our very best effort for their education and enlightenment.

With sincere regards, we are,
Very truly yours,

The Board of Trade of the American Booksellers' Assn.,

(Signed) Charles E. Butler,

Chairman,

225 Fifth Avenue, New York.

The following reply was received:

August 31, 1920.

Dear Mr. Butler:

I was very glad to receive your letter of August 26th, extending the congratulations of your Association to the National Association of Book Publishers, and at the next meeting of our Board of Directors, I shall bring before them the suggestion you make that a committee be appointed to work conjointly with the Board of Trade in taking up the various problems that confront us.

With sincere regards, very truly yours,

(Signed) J. W. Hiltman,
President, National Association
of Publishers.

On October 14, 1920, the Board of Trade received a proof copy of the Report of the National Co-operative Book Advertising Campaign from our Executive Committee, stating that the committee of twelve, consisting of the executive committee of the American Booksellers' Association and six publishers representing the National Association of Book Publishers, which has been co-operating since the Convention in May to promote a National Co-operative Advertising Campaign, had, after carefully canvassing the advertising situation, and the results obtained in the canvass for funds, regretfully decided that the campaign could not be successfully prosecuted at this time, and should be postponed.

To this fund 95 retail booksellers subscribed to the amount of \$5000, or \$52.63 each.

The reason given for this was that the number of retail booksellers who pledged support to the movement was very much below the committee's expectations, and the amount so pledged was consequently greatly below their estimate from this source.

This would seem to confirm the judgment of the Board of Trade in their statement that the discount of 1-3 and 5 should be urged of the publisher at this time, and that the success of the advertising scheme would be assured in this way. We feel this statement is sound, for what merchant would want an increased business in merchandise that yielded him no adequate profit.

This same report of the Executive Committee of the American Booksellers' Association contained the information that a letter had been written to the secretary of the Publishers' Association in September, wherein it was stated that the Executive Committee of our Association was very desirous of laying before the publishers certain facts and views regarding the more universal adoption among the publishers of the minimum discount of 1-3 and 5, which the members of our Association felt it was obligatory to secure at the present time.

To this the secretary of the National Association of Book Publishers replied, by quoting the following resolution which the Publishers' Association had unanimously adopted, with instructions to forward same to the American Booksellers' Association:

That the question of discount must always remain a matter of individual negotiation between bookseller and publisher, and that this is specially provided for under the Constitution of the Association, etc.

Here the matter has rested. The attitude of the Board of Trade had always been to take up the question of discount with the individual publisher only.

It can be here stated that the publishers have not accepted the invitation of the Board of Trade in appointing a committee to meet them.

The Board of Trade has made no further effort in this direction, as it feels the situation has been very much involved, and it is awaiting the further action of the National Association of Publishers.

The great difficulty of the Board of Trade carrying on its functions with fifteen members, many of them residing in other cities, suggests the necessity of the Board being empowered to appoint six alternates residing in New York, to fill the places of members who may be absent. This could enable the Board at all times to perform its functions with a working representation always on hand. We ask that such a resolution be passed.

It would seem advisable that the Board of Trade should be allowed to function as provided in the Constitution, as otherwise it might be seriously hampered, to the possible detriment of the entire trade.

PRESIDENT HERR: I have great pleasure in stating that we have with us the Secretary of the American Library Association, who will now address us on the subject: "How Shall We Reach the Non-Bookreader?"

How Shall We Reach the Non-Book Reader?

By Carl H. Milam

Secretary of the American Library Association

LADIES and Gentlemen: Let me bring greetings from the American Library Association, members of which are interested, as you are, in promoting the distribution of books. At our Convention, which will be held in Swampscott a few weeks from now, we are to have a session devoted to "Present Day Tendencies in Book Publishing and Book Distribution," at which time the book publishers and the booksellers or the representatives of their organizations will tell what they think of us.

Traveling across the country, as I do once in a while, I look out the windows and see the farmers ploughing in their fields, and know how long a day they have put in and how tired they are at night, because I had a little experience in my youth along that line, and yet I know, in the evenings, particularly in the winter and on Sunday afternoons, they have time to read. And I see women in the small towns and in the country, out on the porches doing their work, or working in the garden, and I know they also put in long days, but in spite of their hard work, I know that they have time to read, and to sit on the front porch and gossip. Women in the small towns are up before you and I are by many hours, and they have finished their morning's work before you and I have reached our desks. They have ample time probably during the mornings, afternoons and evenings to sit at their windows and wonder about their neighbor's new car, or the new couch, or the size of the week's washing, just as we do in the cities. They have time to read. Do they read and what do they read? Or if they do not read, why don't they read? These are interesting questions to those who are engaged in the business of book distribution. It is quite probable, I suppose, that

our descendants,—our professional and business descendants—one hundred years from now may be asking these same questions. We shall not answer them all at this Convention, nor at the next dozen conventions, but that will not excuse us if we fail to do our part by answering them.

I am a librarian. My business is promoting good reading and the wide distribution of reading matter. I think I shall have to ask you to assume with me for the next few minutes that the promotion of reading means also the promotion of the sale of books.

Do people read? Yes, by the millions. The New York Public Library issued for home use last year more than nine million six hundred thousand volumes. The city of Jacksonville, Florida, from its public library, circulated last year nearly a quarter of a million volumes, which is more than two and one-half volumes per capita. But in Jacksonville, out of some ninety-one thousand population, only seventeen thousand six hundred and one are registered library borrowers. Even if you assume that every borrower takes books for some one person who is not a borrower, you still have nearly two-thirds of the population who are not taking books from the public library. It is probably safe to assume that those who do use the public library are also the ones who buy books of their own.

Our most interesting and instructive figures, however, about the use of books or the non-use of books, come from the country districts or from the country as a whole. The figures from the United States Bureau of Education show that there are sixty million people in the United States who do not have access to adequate local public libraries. It

may be assumed, I think, that nearly all of those sixty million people do not have access either to local book stores. While they are children in school, they may have access to a few books. Certainly they have their textbooks, but when they leave school they leave books behind. Other things are flaunted before their faces. Automobiles, tobacco, ice cream sodas are put where they can buy them. It takes courage to refuse to buy them, but if they want a book it takes real effort and some courage to buy it. Books are not where they can get at them.

What Delaware Children Read

Some years ago in Delaware a survey was made, of what the children in the schools read and what the homes had in the way of books. That survey is now out-of-date, but it probably is true in a general way of a great many rural districts all over the United States. In one district twenty-four families lived. Thirty-six pupils in those families had read no books,—thirty-six. Eighteen out of twenty-four homes owned no books. Six homes took no paper. In another district of nineteen families, thirty-one children had read no books, only two families owned a book, and that was the life of McKinley, eleven families took no paper. I say that because it was probably a subscription edition that someone had sold just after his death.

And the man who made the survey listed these books: "Sermons by the Devil," "The Curse of Drink," "How to Behave in Society," and "Half Hours with the Holy Bible." A girl of thirteen in one district reported that she had read three books in three years and they were: "Sermons by the Devil," "Woman's Temptation," and "Conversation Between Mr. World and Mrs. Church Member." When you are quoting that, it is very important to get the correct gender. Forty per cent of the children of a whole county reported that they had read nothing in three years, and over half the homes of a whole county owned no books.

What Are the Reasons?

This condition is not limited to the country districts. I have lived in a city, which is proud to claim a co-ordinate standing with the best American suburbs. There is a little girl who sometimes comes to our home, and the eagerness with which she goes for our little girl's books is positively pitiful. In her home there is not a book anywhere in sight. The child borrows no books from the local branch of the Public Library, because she forgets to take them back, or the mother is afraid the baby will tear them. The child has no books except what she gets in the school. It is unquestionably true, as the Chairman of the Program Committee said, that there are millions of people in America who, from the time they leave school, are never directly influenced by a book. What are the reasons?

Some say it is because of lack of money. A young married woman, a former librarian,

told me last week that she could not afford to buy books, and I had a letter to that effect the other day from a professor in an Alabama College. He said: "You will never increase the sale of books until the prices come down." I suspect that maybe the college professor was telling the truth about his own condition. As a class, college professors buy as many books as they can afford, but the woman had recently married a well-to-do man, and she admitted that her husband had just bought a sail-boat, as his motor boat did not furnish him with enough thrills on Lake Michigan.

I think the woman's case is typical. They think they cannot *afford* to buy books, but it is a relative matter. They spend hundreds of dollars on other luxuries and let books go by. Among these millions of people in the country, without books, there are many automobiles; there are thousands of victrolas and pianos, and other things, without which they could get along.

Everybody Has Time To Read

Others say that the people do not have time to read, and yet we know that almost every man and woman spends several hours each week in unprofitable conversation, or in turning over the pages of the newspaper which has already been read, or in sitting idly on the front porches, or around the fire, on the railroad train or street cars. There is hardly a man or woman in the United States who could not find time sometime during the month to read a book or two during a week. *Everybody* has time to read. The difficulty is they have not been taught to read—they have not learned to read. What is the answer? I believe we shall find the answer in:

EDUCATION, ADVERTISING AND DISTRIBUTION.

Public schools are now called upon by enthusiasts to teach how to do everything—how to make baskets, how to drive nails, how to peel potatoes, and how to brush teeth. All of these are important, but they do not teach children how to read.

As an assistant in a university library several years ago, I remember a young man, fresh from an accredited high school, who wanted to know something about railroads. I pointed to the encyclopedia. One-half hour later I found him still turning the pages. He didn't know how to find in the encyclopedia the article on railroads. There are scores of young women whom I have come across in the ten or fifteen years of my business life fresh from a so-called commercial college or from commercial departments of high schools, who never think of turning to a book on office administration for something fresh or new on filing systems.

Most men in business will accept new ideas from associates and competitors, but they have never heard of St. Elmo Lewis, who wrote "Getting the Most Out of Business" or of "Influencing Men in Business" by Walter Dill Scott. Men and women telephone to newspapers, banks and to all their friends,

seeking information which they could get in half a minute out of the World's Almanac.

When they want to be amused they go to the movies. When they want to be inspired, they go to a lecture or to church, or to talk with a friend. Of course, the schools do teach reading, but to a large extent and in an abnormally number of schools, reading means oral reading. Your child and mine spend hours upon hours in learning how to read, but if our children are taught reading a book silently, it is for punishment.

The teaching of literature consists largely in analyzing a good story. Few people are ever able to enjoy "Ivanhoe" or "Silas Marner," because they studied them in school. To a very large extent the trouble is not with the teacher, but with the school equipment.

The only way to teach children to read is to supply them with lots of books. I believe the bookseller, the publisher and the librarian should organize a national campaign with the slogan:

"More Books In the School"

Let us surround the children with hundreds of good books. Let us make books so generously available that a teacher can put new books into her children's hands for reading courses every two or three weeks, if she wants to, as they are doing in the best schools. Let us unite in demanding that the school equipment and the teaching shall be of such a character that every boy and every girl will naturally turn to books for amusement, for inspiration and for every sort of fact.

A committee of prominent librarians has recently drafted a plan or standard for school libraries in the schools, and I think it may be worth while to read just a paragraph or two from the standards they have set. It was prepared, by the way, for the National Education Association's Library Department:

"All pupils in both elementary and secondary schools should have ready access to books to the end that they may be trained to love to read that which is worthwhile."

And now my second point, Advertising. Every man who doesn't know anything about it likes to talk to booksellers and publishers about advertising. I am no exception, but I am going to try to exert a bit of caution in what I say about advertising and to limit my remarks to those items which in a sense concern us largely as librarians, rather than as booksellers. I am not going to try to tell you how to advertise your own business.

In the first place, I should like to endorse what Mr. Osborn said in the PUBLISHERS' WEEKLY of a few weeks ago, that when we read our evening newspapers it would be a great advantage if you could find there books listed in such attractive fashion that we would be made to want them, and if we were told when and where to get books. A man takes a lot of chances when he goes into a bookstore to find a book. He may have heard a friend speak about it, but the chances are

less than even that he will find it in the ordinary bookstore.

Advertise

Of course, the bookstores cannot stock everything, and if a man wants a book he should be willing to wait. As a matter of fact, we are not always willing to wait and it is discouraging to try to get the thing we want when we so frequently fail to find it. You would make us a lot happier if you would make us want the books you do have. If co-operative advertising ever does make possible the employment of advertising experts for the book business, I think the advertising experts would have the time of their lives. Books have so wide an appeal. They can be made to fit every man at all of the ages of his life and in all conditions. If a man or child, or a woman is interested in anything, you will find a book which will connect up with that interest.

A personal hobby of mine has been Reading Courses. Let me ask you to imagine that on next Tuesday morning every automobile mechanic in the United States is to find on his bench a most attractively printed little eight page leaflet about, let us say, six of the best books for an automobile mechanic, the books to be selected carefully by someone who knows the mechanic's point of view. Let us imagine that the eight pages are talks about those six books. Could we not do that sort of thing in so good a way that the librarians would have a run on automobile books and that every bookstore would be sold out and that even the publishers would feel the demand?

A Popular List

Suppose that could be done for several trades or several professions. I heard a preacher talking about books the other day, and he said: "I went to a country town in Illinois, to revisit the Theological Seminary from which I came, and which had taught me that I was well equipped to preach all the days of my life. I drifted into the Public Library and I found a book on theology. I haven't had a comfortable day since I read that book, but I have been a lot better preacher." If we could put that idea into all the preachers of the United States! Couldn't we do it thru print, we who are promoting the distribution of books? Surely we believe in the power of print; can we not thru reading courses and reading suggestions promote the sale of books?

During the war, or immediately following the armistice, the American Library Association compiled and printed a list of "Eight Hundred Useful Books" for distribution among the ex-service men. Some twenty or forty thousand, I believe, were placed in the hands of the Haskins Agency in Washington. Those lists were distributed to those who asked for them one copy at a time. The list was printed in about one hundred papers. Mr. Haskins wrote the other day, that for several months he hadn't dared to advertise

that list. It had been the most popular pamphlet ever distributed and the supply would be exhausted without any advertising. It shows that people want reading suggestions when they can be furnished in the proper form.

A librarian with a keen sense of publicity values wrote me the other day about moving picture advertising for libraries. He said: "The moving picture world is as yet an undiscovered country to book people. Slides calling attention to titles or literary hours are pitifully amateurish. Why not hear from the book world as well as the world of current events?" Perhaps we can compete with the movies on their own screens.

Book Lists and Human Interest

During the last two, three or four years the American Library Association has found out that people were very much interested,—magazine readers and editors, in what people read. I do not mean from the literary standpoint. I mean that readers of magazines have been found to be most interested, for example, in what the soldiers read, in what children read, in what the foreign-born American reads. We have found the magazines much interested in the county book wagon, as they were in the Book Caravan. I believe there are possibilities in the book publishing and magazine field, so that people will get to thinking about books.

General Munson, head of the Morale Branch of the War Department, called me into his office and tried to persuade me as the representative of the American Library Association to launch a national campaign for promoting the sale of good books on citizenship and world problems. He is himself somewhat of a student of psychology and of advertising. "The newspapers," he said, "are filled with headlines discussing world problems. It would be the easiest thing in the world to make up a new book to the headlines in the paper of the day before. Get on the front pages news about books. Increase the sale by a scheme of national publicity, which would not cost anything except for the preparation of the material." Maybe he is right. Certainly there are possibilities.

New Selling Methods

Should we not make more use of exhibits and displays? Every week and every day in Atlantic City and every day in New York City, every day in many of the large cities throuth the country, there are conventions of one sort or another. Could we not bring before these Conventions some idea of buying books in their own lines? Could we not perhaps have a traveling library or caravan thru some of our southern cities, where libraries have developed very slowly, so that we could make those people realize what they are missing when books do not come into their lives?

Now as to distribution. A month ago I wrote to several advertising men, asking the question which we are discussing at this

Convention. From Merle Sidener, a very influential and thoughtful advertising man who uses books, I had this answer. I quote it for what it is worth:

"The book publisher and the bookseller are perhaps further behind the profession in the matter of merchandising methods than any other class of business men. * * *

"Look over the so-called book advertising in the magazines and newspapers and see if you can discover anything different from the way it was done 25 years ago. Oh, yes, the publisher of the O. Henry books discovered something new when he began to tell a part of the story and then stopped suddenly, saying you could read the rest of it in the book. And some other publishers have come along and copied that style. But what have they done in the way of creating new merchandising methods? What have they done in the way of analyzing their market, and determining wherein their present distribution system is in error? How many places can you buy books? The manufacturer of Vick's Salve now sells it thru grocery stores instead of confining it to the drug stores as a whole. And the manufacturer of Lux, a cleansing powder, now sells his product thru the drug stores instead of being content to sell thru the groceries alone. The manufacturers of automobile tires distribute thru paper jobbers. Candy manufacturers have their wares on sale now in barber shops, railway stations, in the lobbies of big buildings—in other words, they have placed their wares on universal sale."

Make It Easier

It is hard for many folks to buy or to borrow books. As I said in the beginning, it takes real effort to order a book. Even the ordering of a book from a mail order catalog somehow seems less easy than the ordering of a dozen cans of peas. Will the time ever come when the country town hardware merchant will stock books on fishing when he stocks fishing tackle, and books on up-to-date farming when he lays in a supply of farm implements?

I think that in the field of distribution, also, libraries deserve mention. When the book wagon started out from Hibbing, Minnesota, or from Hagerstown, Maryland, it was probably true that very few of the thousands of folks, who now read, were reading books. They now have a circulation running into the tens of thousands, created by the book wagon. I believe every one of those book readers created or revived by the library book-wagon is a potential book buyer. I believe wherever the library is established, in this generation or the next, the bookseller will feel the result in increased trade. Certainly the children are reading hundreds and thousands of books that they didn't read before. I believe that when libraries are established throuth the country, the bookstores will have to increase and enlarge to meet the demand.

To summarize, I have spoken of the appalling



MR. AND MRS. LOWELL BRENTANO

ing lack of books in many homes thruout the United States. I have suggested, as all others do, a few methods of advertising, having a national scope, from the standpoint of the promotion of reading. I have quoted a thoughtful and intelligent advertising man, who believes, as no doubt we all do, in putting books on sale everywhere, but if there is anything in my remarks that has real value it is what I have said about education. Every possible effort should be made, of course, to make readers of the present generation, but the results will not be wholly satisfactory. The

adults are old dogs and for them reading is a new trick, but it lies within the power of booksellers, publishers and librarians and other educators to make their children lovers and users of books, and the method is simply to surround the child with attractive books and make books a part of his everyday life.

(A rising vote of thanks was accorded Mr. Milam).

PRESIDENT HERR: We can now proceed with the discussion of the report of the Board of Trade, or of Mr. Milam's address.

MR. J. W. CORRIGAN: Mr. Chairman, one night last week I attended at a public school at home a series of tableaux showing the education of the world from the very earliest times up to the present time. It was done by a series of tableaux by the children in the schools, brought from the early stages right up to the present date, and it was one of the most effective things I have ever seen. If this could be carried thru, starting in with the early days, when they read on stone or whatever it was right up to now, introducing the different types of printing, it seems to me it would be very effective. Have the children take part themselves in a series of little tableaux. The one I saw was called "Light." I gave the program to the Chairman of the Board of Education at Toronto. He thought very highly of it. If the same thing could be put thru in the public schools, it would be very beneficial, I am sure.

MR. RALPH WILSON: I think Mr. Milam's was a very interesting paper, especially along the line of advertising, and what he said about bringing to the attention of the public books in which they might be interested at any time, I think is excellent. At the present time, I believe the daily newspaper advertising of R. H. Macy Company is the best thing in book advertising in New York City. The question of relativity is in all of our minds, in view of the fact that Professor Einstein is in this country. Macy's recently advertised four important books on the subject. I think if the booksellers can afford to spend the money, they can get results, because I think that that kind of advertising is the most effective we have.

PRESIDENT HERR: Mr. Lowell Brentano has come into the room, and I would like to have his report as Chairman of the Publicity Committee.

Report of the Publicity Committee

By Lowell Brentano

I DON'T know whether to offer an explanation or an apology for my belated appearance here, but I have both. This morning I staid behind to gather up some belated newspaper men, and I have three representatives of the press who arrived this morning from Philadelphia to give this Convention every publicity in the newspapers.

We did the usual advertising this year, but

the work of the Publicity Committee was rather hampered, first, by the fact that we had no local committee on the ground to co-operate with us, as happens when the Convention is held in a larger city. We didn't feel that we wanted to get large appropriations for advertising and publicity, as we felt that the appropriations that were secured ought to be devoted to entertainment or some substantial purpose.

However, we were able to carry on the usual Advertising Convention in Chicago a few years, advertising in the trade papers—the PUBLISHERS' WEEKLY, *The Bookseller and Stationer*, and the Baker & Taylor *Bulletin*, which co-operated in mailing out the Convention data. Ten days ago we sent out six hundred post-cards to all the members, an invitation to attend the Convention.

The duty of the Publicity Committee before the Convention was to get the book-trade here, and now that we have them here, it is our duty to see that the public knows that this Convention is being held, and I think this year, more than ever before, we have newspapers and newspapermen who are ready to co-operate.

PRESIDENT HERR: The report of the Publicity Committee, if there are no objections, will be spread on the minutes. We will be glad to hear any further discussion.

MISS FITZPATRICK: I want to thank Mr. Corrigan for the advertising he gave the tab-leau "Light." If anybody here would like a copy of "Light" the Atlantic Monthly Press would be very happy to see that he gets one.

MR. L. ALFRED HOOPER (Salt Lake City): I would like to make a suggestion to the book-sellers here,—something that worked out with

us. I belong to the Advertising Club of our State and as their representative I attended the Advertising Convention in Chicago a few years, which resulted in the Deseret Bookstore thinking that I went crazy on advertising. When I got back, I put our advertising in the hands of one of the best advertising firms in the west, with the result that the first three months of this year our business showed an increase of seventy per cent over last year.

We have co-operated with local movements in every way we could. We have a reading circle which offers to every Association various courses. We make a slight price concession to those buying the entire seven books suggested.

The following committees were appointed:

Resolutions Committee:

L. A. Keating, Chairman.
Joseph Esterbrook
C. H. Tracht
Tina J. Cummings
Harry Korner
Ralph Wilson
C. R. Crowell
Hugh Shields.

Nominating Committee:

H. S. Hutchinson
H. C. Siler
Mrs. Ida Watson
E. W. James.

Afternoon Session—Tuesday, May 10th

Meeting called to order by President Herr, at 2:25 p. m.

PRESIDENT HERR: The subject for the Convention meeting this afternoon is "What the People Want to Read," and the committee has

endeavored to secure addresses on this subject from people in different lines of work. The first address will be by Henry Blackman Sell, Editor of *Harper's Bazar*, formerly Literary Editor of the *Chicago Daily News*.

What the People Want to Read. A Symposium

From the Point of View of an Editor

By Henry Blackman Sell,

Editor of *Harper's Bazar*

BOOKSELLING is probably the queerest of all the businesses. In fact, it isn't a business at all; it is a gift. The successful bookseller combines, as nearly as I have been able to determine, the graciousness of the well-tipped head waiter, the mind-reading propensities of a Hindoo crystal-gazer, and some of the finesse of a French diplomat. It is a big and indefinable and humpty-dumpty, nonsensical business anyway, because when a man comes in to buy a book, you are up against the problem of prying into his affairs—all his secret thoughts and secret shames, and he resents it very, very much. So it is a very difficult problem.

Irvin Cobb, in finishing an address at the Coffee House, which is a group, as many of you know, of those who write and draw and do other comical things for a living, said: "I am a very selfish man; in fact, I can prove it. I can prove it by telling you that I always bathe alone." Frank Crowninshield, the editor of *Vanity Fair*, was next, and Frank is never at a loss for a successful come-back. "Like

Mr. Cobb, I too bathe alone, but not because I am a selfish man; because I am a very considerate man."

The man that you are after in this Convention, as near as I can figure out from reading the various bits of literature that have come my way, is the so-called non-book reader. He is an elusive bird, and in most cases, he is either a man, who, like Cobb, is a selfish man, and does his reading alone by himself, for his own personal edification or amusement, or he is a considerate man, who like Crowninshield, reads alone for his own amusement. It is a very peculiar thing. Most people seem to consider books as something—Oh, well—I am speaking strictly of the non-book reader.

I may, by the way, say that I feel very competent to speak for the non-book reader, because for four years and a little more, I read an average of—let us be conservative and say two books a week and often more, and sometimes less, altho I wrote about twenty, at least twenty every week. You can get a lot by listening, especially to the salesmen who

give you a big earful. Now I am the tired business man, very decidedly, but a magazine of the character of *Harper's Bazar*, is a long way from literature. It leads me into by-paths and by-ways and the little fiction we use, isn't literature, and what part of it is fiction really, I don't know.

I take home a batch of manuscript so high, every once in a while and put it under the mattress to flatten it out, get up the next morning and pick out the nearest one and use it. My troubles are almost all with the more technical angles of *Harper's Bazar* and that is a long way from the publishing business. When I get home at night, I am the one who wants to go and sit on Ziegfeld's Roof and bang on a tin table with a wooden hammer, rather than sit at home and read one of the comical documents. I know what "the tired business man" means now. It is hard to sit down with a book after getting home, having said "yes" and "no," and having people talk to you all day. You don't want to go home and read a book, so in the last year I have read only what has come to me, what comes to the average business man.

We have been all over, east of the Mississippi in the last year. We have been to all the places where people who have lots of money go, following the *Harper's Bazar* readers,—to Palm Beach, to White Sulphur and here to Atlantic City, and, having a great interest in bookselling, I have made it a point to speak to people, where it could be done, about the books they had in their hands, and talking to the news girl and talking to various people where the book subject would come up.

"Oh, I Don't Know"

I found, incidentally, that people were reading very very good things, at least, people whom I have approached. It is a peculiar thing about reading. You sit down next to a man in a Pullman or a smoker, who has a copy of "Main Street" because that is what you will see everywhere, and you say: "Nice weather," and look out the window, and you remark what a rotten year it's been and how the market has gone to pieces and you say: "Reading a book? Is it a good book?" He says: "Oh, I don't know; I just bought it at the station." "Well," you say, "do you like it?" He says: "Oh, I don't know." He is on page 294 and before you came in, he had his eyes glued on it. You say: "How did you happen to hear about it?" "Oh, I don't know; I just bought it at the station." He does not want to talk about it—so afraid, most everybody is, that if it is a good book, somebody will entitle him a highbrow, one of these guys who reads—and if it *isn't* a good book (of course, everybody knows that there are a lot of bum books written) that he is just trying to pass the time away. The last book he read was one of Zane Grey's or Robert W. Chambers'. He said something to some intelligent people about "The Valley of the Golden Wheat" being a great book, and somebody looked at him—someone they all respected, and said: "Oh,

that is no book to read; that is very ordinary." Having read "Main Street" and liked it, he is cautious about it. It is the hardest thing to get people to talk about what they are reading, and some are reading good stuff. I found a man reading "Old Junk" which I found very delightful. We were sitting on the porch of the Golf Club and I said: "That is a pretty good book," and he said: "Oh, yes, yes. Had a wonderful day to-day—teed off, etc." He will do anything except talk about the book.

Terse Paragraphs

That is a thing that is tremendously important in working out the problem of the non-book reader. If we can only, in some way (we tried it on the *Chicago Daily News*, and I think with some success) get young live chaps to write about books in such a way that people who do not easily talk about books, can talk about them. We wrote very short, terse little paragraphs, saying as nearly as possible something which was in the vernacular—something that the man could repeat when someone asked him if it was a good book. You will find that people pick up this information—about theaters, for instance. They will read Heywood Broun's review of the show, and they will repeat it word for word. If you say: "How did you like 'Claire de Lune'?" they will answer: "The audience acted like the devil." That was the end of Broun's review. I have heard at least ten people reply, after attending the first night of "Claire de Lune" and being asked: "How did you like it?" "All right, but didn't the audience act like the devil!"

We talked about "White Shadows in the South Seas" very briefly; the review could not have been more than ten lines: "This is the best travel book of the past year." You have no idea how many people, at one time or another, have said: "This is the best travel book of the past year," and, the first thing you know, it is the best travel book of the year.

Say something definite about the book. The average person comes into a bookstore and he has heard about "Main Street" we will say. Somebody drops something about its being a pretty good book and he picks it up. One man said to me—he is the head of the largest, in point of money, dressmaking establishment in New York. He said he had bought "Main Street." He thought it was a pretty good book. "Not much plot or anything, but it kind of held you." He told that to someone else. "Not much plot but it kind of held you," and that remark probably sold ten books.

"It Kind of Held You"

The point of all this is, that the man goes into the bookstore. He looks along the counter and doesn't see "Main Street." He says: "Have you got a book—let's see—it's by Upton Sinclair—they call it 'Main Street'?" He knows this book and says: "Is this a good book?" and the clerk says: "Yes, we are selling a great many of them." That doesn't give him anything to talk about, you know. "All

right, I'll take it"; and he looks around and carefully gives the clerk the money and goes out, trying to make the book look as much like a box of candy as possible.

Now, if the clerk had just taken a little time, and you are all in a position to help the clerk do that, he might have said: "Yes, it is the story of a small town" and so and so. It doesn't have to be more than two fragmentary sentences, but if it is something that the man can say after he has read it, he doesn't have to use epigrams. "Well, it hasn't much plot, but it held you." Even that is better.

My general conclusion, speaking as one of the eventual customers of the books that you may possibly sell and publish in the next year is, that I would like attached to the copy of my book—and for Heaven's sake, I don't mean that you ought to paste a slogan across the front of it: "This is a thrilling, blood-curdling book"; that isn't it—that someone shall read it first and get out of it a little touch of the book itself. The example which you have, "This is the best travel book of the year" doesn't hitch up to my remarks at all. Tie up your customer and your book, as much as possible, and give them something to take away with them.

Buy a Book a Week?

It seems to me the advertising plan which Mr. Melcher has been working on so faithfully and diligently is defective in only one point, and that is that it is entirely too general. It is my own, personal, private opinion, on the "Own Your Own Home" basis—I really and truly feel that there is a great fault with the slogan. I do not think that "Buy A Book A Week" has ever made anybody buy a book a week, a month, or any other time. I think it is horrible. I think at least it should be: "Have you bought a book this week?" There might be some worth in that, but "Buy A Book A Week"—your business man rushing up or downtown, or out to the golf links, reads: "Buy A Book A Week" and he says: "Oh! what t'ell." A long list of titles means nothing to him. Tie this up with something definite.

"I'm Going To Buy Another"

Out on the *Daily News*, they had a very expensive and very elaborate system of publicity for all kinds of things, automobiles and everything of that sort, and we used to write ads called the "Daily News of Business." We would write one on the automobile; tell how the wind blew thru your hair and the blush of youth came back to the cheeks of friend wife, and it was great stuff, because the husband coming home at night—he comes in tired and receptive, and the wife says: "You know, we should have an automobile; it makes the wind blow thru your hair and it brings back the blush of youth." They tried it on the book business. It was great poetry but it didn't sell books. I had long arguments with the advertising manager. I said to those fellows: "You are wasting your space. The only thing to do is to take a book and talk about it—one book." Talk about that book and then people will go and buy that book and

they will read that book and they will say: "It didn't hurt at all—not a bit. By George, I'm going to buy another," and they do.

We found when we got them to buy books in September, they buy them until May, and if you let people get started in September in not buying books, they get into their social things and join women's clubs. If you get them started, they are apt to read three, four or five books in a year, but it seems to me that this publicity, which is certainly wonderful, does not.

Mr. Melcher said to me last night: "You know we cannot do everything. We have connected with book shops all over the country and have pulled them together in a common cause."

Now, I think it is a wonderful thing to have an organization that draws people together and makes everybody feel as tho he were actually in the book business, but this business of "Buy A Book A Week" doesn't register with me at all.

Slogans

I also see general items going out thru the press about Abraham Lincoln—well he would not do at all—he had only three books—or an item reading "Washington's library was a large one. He was a strong and noble man. He was made President of the United States. It was all because he bought a book a week."

It seems to me you don't get down to specific facts. Of course, the impossible thing is the beautiful thing to do—have all our advertisers get together on "Main Street" or "White Shadows in the South Seas" (I wish I could remember one title from each list) and concentrate on one book at one time. Competition is not, in this case, the life of trade, but it is useful. It seems as if this whole end should be to tie up the customer with an idea—give him something to think about when you give him a book—use the valuable space on the jacket—not to tell what a blood-curdling thing it is, but tell them something about the book.

One advertising man with a very large concern said to me one day: "It is a wonderful book—such and such—Mr. B. said so. I must read it." But the publisher goes in too much for trying to emulate the advertising of regular business. As I said to begin with, it isn't a business at all. It is a queer and subtle sort of thing—buying and selling books, and writing books and selecting manuscript. It is all kind of humpty-dumpty, as it is run now. One thing is necessary to correct the whole business and that is to have the substance of the book put into a summary and given to the clerk, to as great an extent, as possible—not just "This is a great book, and we sell lots of them." Have every man concentrate.

I wish I felt, could feel, that there would be some change in the "Buy A Book A Week" title. It seems so ridiculous, and it doesn't mean anything to anybody, I think. I know a very good book man invented that phrase, but he wasn't a good advertising man. The idea has always been that you should tie this idea up with "Say It With Flowers!"

that being the one great successful slogan, but you must tie it up with something equally good. You do not stop to think that the florist not only tells you to "say it with flowers," but he makes it very, very simple to do it. You drop into a florists and you suddenly think of someone's birthday, one thousand miles away and you want these flowers delivered in three hours, and they are. As Mr. Melcher has said, there isn't

enough money and time back of the Year-Round Bookselling Campaign to criticize it yet, and so I won't, but a great deal has got to be done before you can work out this "Buy A Book A Week" to effectiveness. Thank you. [Applause.]

PRESIDENT HERR: The next address will be delivered by Robert Cortes Holliday, author of "Broome Street Straws," "Peeps at People," etc.

What the People Want to Read. A Symposium

From the Point of View of a Critic

By Robert Cortes Holliday,

Literary Advisor to Henry Holt & Co.

THERE are a great many things that I should explain right off the bat. The first of these is, that I have attempted various ways of making a speech and none of them has panned out very well so far. The first way I tried was to memorize the thing most carefully—something that I had prepared after much labor. I found out that I couldn't recall a word of anything I memorized, so I abandoned that idea. Then I tried to speak without any preparation at all, on the principle that all things work together for good, to them that love God. I found I had the wrong thought on that. My attempt this time is to be a sort of mixed grill. I will speak right off the reel whenever I can and read a little whenever I cannot do anything else.

When Is a Holliday Not a Holliday?

The second thing I should explain arises from this fact. A number of people asked me on the train how my book shop was getting on. I have been in the book business all my life, I think, but there has been some misapprehension as to that. As a matter of fact, before that Holliday Book Shop on 47th Street opened up, the news got about that there was to be such a shop, and I was told by a number of people that I was going to open a book shop and I insisted I wasn't. They said: "There was a lady in here who said so." Then I saw an advertisement in the *Evening Post* of the Holliday Book Shop. I went around there somewhat cautiously. I did not know but at some time or other I might have opened a book shop. I went in, as I frequently do, to see what it was I had done. I found a young man in there who is an authentic Holliday, but isn't me.

As I say, I think I have been a bookseller all my life. It seems to make my life more respectable. Being knocked about from pillar to post, it gives a unity and dignity to it and gives me the feeling of having served a useful purpose in the world. As a publicity man, I now do good by stealth. Every now and then, somewhere in the world, I hope, I get some immortal soul to buy a book which, perhaps, he would not have bought if he had seen the book first.

I started out in life as an illustrator. It seems to me an illustrator is a sort of book-seller. He makes books more attractive to

the potential buyer, by his illustrations, but I wasn't successful as an illustrator, because I got no books to illustrate. Then I became a book reviewer, and it seems to me that in the full sense of the word, the book reviewer is and should be a bookseller. If his business is not to bring each book which comes before him to be desired by its particular audience, I don't know what his business is, and that is precisely the thing that the bookseller does.

Knock Books

As I read the reviews, I get the impression that more and more the reviewers have come to regard themselves as, in a sense, booksellers—that is, they are part of the machinery for the responsible trade in books.

Other tendencies of the time, I'll attempt to discuss, tho I'm very much afraid the most appropriate title for my remarks would be one coined by Richard Le Gallienne—"Glimpses into the Obvious." It is a very dangerous thing to attempt to discuss what people want to read.

A very striking instance of the fallibility of human prediction was given us just before the Armistice. It was said on every hand, as I remember, that we all had had our fill of trouble and gloom and that the thing that was to happen after peace, would be a very violent and universal return to books of the bon-bon type, the Anthony Hope, "When Knighthood Was in Flower" sort of thing. That I heard over and over. Unfortunately, what happened, we know. A great many of the most successful novels of England—"Potterism," for one, conspicuously features, as the newspapers would say, a murder. The kind of book which fills the air most over here, is now and has been for some time, the kind of book which I would call the "knock book," that is, the book that knocks something, like the muck-rake period of Ida Tarbell. With peace didn't come the millenium. Everybody read and applauded the prize knock book, "The Economic Consequences of the Peace" following upon the celebrated "Gentleman with the Duster." Then Lansing gets a gallery hand by knocking Wilson, and Dr. Grayson enters into the sport by declaring that he'll knock Lansing's block off. Of course, in the matter of fiction, all humanity gets knocked.

Ready For Reconstruction

A literary broker of my acquaintance tells me that even our most popular magazines have canned their formerly inflexible rule for the happy ending. Away, altogether, apparently, with sweetness and light. And yet our younger novelists of revolt, as I believe they are called, who have been throwing American civilization all about, have now got under way such a revolt against them in the newspapers and magazines, that they are being knocked all over the place.

The publishers, as I see what they are doing from my little corner, are not seeking knock books at all. I think at present the feeling in the publishing business is, that we are getting about as fed up with what I call knock books as we formerly were with war books, and I myself would like to see a lessening of popularity of books of that sort and the return of the books in non-fiction that we did expect immediately after the peace,—books of hopefulness and reconstruction. Of course, all fiction isn't of this realistic sort. Mrs. Wharton goes on, and James Oliver Curwood and Locke and Zane Grey and Max Beerbohm, and also our extraordinary passion for the South Seas still burns.

Pastepot Passing

To my mind there is a very interesting situation in the present popularity of various kinds of books which used to be plugs, and in the disappearance of books of other kinds which only a few years ago were sure sellers. A type which seems very largely to have gone out of fashion was that paste-pot and scissors affair, of which I found it necessary to sell such quantities when I was on the floor in the Scribner store. I don't see those any more; they are certainly not sought—I mean those written by Noel Williams, Christopher Hare and Francis Gribble—"George Sand and Her Lovers" and "Ladies of the Italian Renaissance." They made the biggest pile by the door.

It was in days before our slogan "Buy a Book a Week," but I think innumerable customers bought one of those fool volumes every single week. They would not stand much chance with publishers to-day. Better things it seems have taken their place—"Henry Adams," Roosevelt or James "Letters" and volumes of that authentic character. A peculiarity of the class of popular books just now is what I call "I books," that is, memoirs, and books of travel, with a lively personal touch. We've got a great flair just now for Daisy Ashfords, Steeplejacks and Margots, and "From Mayfair to Moscow," "From the Sea to the Jungle," and things of that kind.

And there is this very singular phenomenon—the passing of a publishing hobgoblin of a few years ago, that is that a book of essays was "damned." We know that in the eighteenth and nineteenth centuries in England, essays were apparently very much the go and

we know that our fathers had no fear of essays—Irving, Emerson, Thoreau, Hawthorne, Lowell, Holmes. Nevertheless, somewhere about the opening of our own day, an iron-bound tradition became erected in the publishing business, at least in the United States, that books of essays would not sell; could not be made to sell even sufficiently to avoid a considerable loss on the investment of manufacture; in fact, were quite impossible as a publishing venture. No matter how well a publisher himself liked a book of essays, or the publisher's reader, it was considered economic publisher's reader, it was considered economic madness, or professional heresy to accept it.

Essays and Short Stories

Oh yes, a young fellow named Morley, who worked at Doubleday, Page, in some friendly fashion got a book of essays published and it sold very well indeed, and now it seems to me, the house with which I am connected, is going to bring out three volumes of essays this fall, and I have heard of a number of others. I am determined to believe that the vogue of the essay will endure for at least a few seasons.

I think right now, there is much more consideration given seriously to books of short stories. As one publisher's reader put it to me—he didn't throw down so quickly as of old manuscripts of that sort.

If I were selling books directly to customers in the store to-day, I should feel that I were doing them a service by impressing upon them one aspect of the publishing situation as it is now. That is, that now is the time to form a library. A reader thinks that if he does not happen to own an ordinary copy of, say, "The Old Wives' Tale" that he can send out any time and buy one—there's no particular hurry; but I'm not at all sure that he can. Books are going out of print very quickly. Mr. Lucas was very much upset last summer when he was over here, because he could not walk up to any book counter in the land and get a copy of "Ethan Frome." A few hundred copies of "The Divine Fire" were sold last year, but unless things change very shortly, I think it improbable that publishers can afford to continue to reprint for a few hundred sale. Not long ago, an investment of \$8,000, in reprinting a new edition of "The Home Book of Verse" yielded a return of \$114 to meet overhead, etc.

Foreign Fiction

The point I am particularly getting at is, that if I were a bookseller, I should regard it as a service to my employer and the customers, to keep my eye on books that were published just a little while ago.

An interesting thing about what people now want to read is what I take to be the greatly widening interest in contemporary foreign literature. A number of years ago we had "Quo Vadis," Ibsen, Maeterlinck and Tolstoy and several foreign hobbies like that, but was

there anything like the popular public we have to-day for "The Four Horsemen," "Hunger," "Growth of the Soil"? Along with this, certainly never before have our younger novelists been so much and so generously influenced by Continental methods of fiction, and yet, at the same time, I gather that the British take us to be more peculiarly American in our literature than ever.

Chesterton's Comment

I had the pleasure of spending an evening in the company of Gilbert Chesterton just before he sailed. He had just returned from Omaha. He had at first been much puzzled in the Middle West by what seemed to him the extraordinary number of people in the theatrical profession. Everywhere he went, he said, he heard someone referred to as a "bad actor." "Now in my country" he observed, "we mean by a bad actor, one who has mistaken his vocation as to the stage." He had also been hurt by being called by a reporter "a regular guy." But the real point of my story is, of course, his comment on American literature. He remembered when he was a boy, he said, hearing his father and his uncles speak of a book, that had come out, merely as a new book, without regard to which side of the Atlantic it had been published. Everybody in England read and talked about "The Autocrat of the Breakfast Table" but did not speak of it as a new American book. Now, he said, when an Englishman was impressed, and rightly so, by "Spoon River Anthology" or by "Main Street" this would not be so.

I suppose one couldn't talk about books to-day, for more than a few minutes without mentioning "Main Street." It has been called the American "Old Wives' Tale," but it seems to me that a model for the idea of the book which may have been much nearer Mr. Lewis's mind was no less a classic than Flaubert's masterpiece "Madame Bovary." In each book there is the relentless study of a neurotic woman married to a provincial physician, and in both of the books the husband is of the same type.

Hero of the Future

That is my particular point now. In a long succession of stories of marital life, the husband is of the same type, a slow-witted, rather coarse, good-humored, effectual man, married to a woman of sensitive organism, romantic disposition and æsthetic cravings. *She* wants a separate bed-room. *He* can't see any sense in such an idea; is only bewildered by such a notion. *She* finds very repellant his lying snoring in bed, and so on.

I'm afraid my idea wouldn't please the vast audience of women readers. But if a young novelist wants to be really ambitious in revolt against smugness of mind and wishey-washey sentiment, why shouldn't he put the reverse English on the usual situation in fiction, and marry a man of sensitive organism, romantic disposition and æsthetic cravings to a lady

who can't possibly comprehend why he wants a separate bed-room, and who revolts him terribly by the way she snores in bed.

There is another thing which strikes me as peculiar and notable about what people apparently want to read these days. A few years ago, when, after a good deal of the society of Tarkington, Samuel Merwin, Harry Leon Wilson and a number of others of our popular native sons, I felt an inclination for a little of the highest-bred English writing, I used to go round to some very aristocratic and exclusive book-shop for it. *Now* it is only necessary to go to a subway newsstand and get a couple of copies of magazines known to be the most popular in the world, the kind with advertisements of silk hosiery all thru them. There you will find enough Galsworthy, Wells, Bennett, Walpole, and so on, to last you quite a while.

New Interest in Authors

That brings to my mind still another thing. It seems to me that the people are more interested to-day than ever before in the position of writers, and what the people take to be the real excellence of their work. I remember when traveling about in the Middle West and I talked with young women reading books in hammocks. They told me the book in hand was a fine story, and if I asked them who wrote the story they read the other day, they would look blank and say they couldn't remember. I think that sort of thing is passing. People are more interested, to my mind, in real authors.

In conclusion, it seems to me, that salesmen do not work as hard now as we did during my day in a bookstore. Saturdays in summer, on the Avenue, stores apparently are not open at all. Five o'clock closing runs apparently most of the year. Nothing I can see looks like the great and famous "Christmas rush" of old times, when we got a dollar "supper money," went back and sold books until nine at night and then stayed until eleven, straightening out stock. Perhaps people do their Christmas shopping earlier.

I remember the last night of my "Christmas rush." When it was over, I invited an equally worn-out colleague of mine into a nearby café, as those institutions were called. I suspect that he was not very familiar with the etiquette of the bar-room, but evidently, he wanted to do the gracious thing, and it is probable that he did not hear me altogether distinctly. As we raised our glasses I remarked, "To hell with Christmas!" He bowed very elaborately and replied: "The same to you."

PRESIDENT HERR: There is with us to-day Mrs. May Lamberton Becker, of New York, who for four years has conducted the *Literary Review* of the New York *Evening Post*, and she is very intimate thru her 'Reader's Guide' column with what people want to read. She has consented to add to our discussion of this subject.

What the People Want to Read

From the Viewpoint of a Columnist

By May Lamberton Becker

THERE is, perhaps some reason for my thinking that I am in a position to contribute some knowledge of the ultimate consumer's point of view. For nearly seven years I have conducted a "Question and Answer Department" in the *Literary Review* of the New York *Evening Post*, known as the "Readers' Guide," in which people ask me questions—not questions about books, but advice on the choice of books for every kind of possible purpose, and, as the clientele of the *Post* is not only very large but widely distributed, these questions come to me from every State in the Union—from the Panama Zone I have had two or three, from China, one, from India, one, and a very active representation from San Francisco. Advice is asked on every kind of subject imaginable, for every purpose, for every particular human need. If there is any one job on the face of the earth, in which it is impossible to be "bookish," it is a job like that on the "Readers' Guide."

If a book is worth anything at all, it has come out of the life of some man or woman and it must answer some definite need of some other human being. Books, you see, are very human creatures and so are some men and women, and it is my business to bring the right ones together.

A number of questions come from women's clubs, the country over—not the big ones, but the study circles that are doing a great deal to create a cultural atmosphere—the reading circle—the little book club that doesn't get into the newspapers at all. Those are scattered everywhere; the men whose education was not taken very seriously when they were younger and who are making up for it now—those write me—the boys, passionately anxious to get the equivalent of a college education—a great many of them came to this country from another land; and then the people that want gifts for this purpose or that purpose, always giving me details about the person for whom they want the gift. I think perhaps this is the largest group—the people who want books for children, for some special purpose, as one girl for instance, who had never read a book of her own free will. Her guardian wanted a book that would make her go on reading. I have heard from it since. She got the book; it was "The Story of Doctor Doolittle," and she has been reading steadily since. The most important of all are the unclassified questions, which make up about seventy per cent of the whole.

The first question, I think, that ever came to me, was from a woman who wanted a list of books to read out loud to a convalescent husband, and she added: "He cannot stand uplift." I made up as good a list as possible, and I had good results. I had two letters, one on monogrammed stationery from Riverside Drive, and the other from Oklahoma. They

both asked practically the same question: "What book can I get that will show me how to think definitely, clearly and straight thru a subject?" And there are a hundred different types, just like that—every kind of thing you can possibly think of.

From an experience of this sort, one naturally wants, less and less to make general statements, but there are two things on which I have come to some conclusion: I think I can say with justice, as the conductor of this department, I have come to the conclusion that the reader has a right to expect two things, and only two, let us say from the writer. I am not going to try to tell you what the public wants. No one can, because what they want to-day, they do not want tomorrow. They buy, as you know, a great deal what you see fit that they should buy; also they buy a whole lot of books that they don't read and they buy a whole lot of books that they do not read thru; they also buy books that they don't like. I think the most popular book just at this moment is the most disliked book, taking it point by point. But putting those things aside, I think I am justified in saying that the American reader has a right to expect that the books you give him, speaking particularly of fiction, should be in the key of American life, in the general tone of American life, and you know as well as I do, that that would not be a tragedy. The key of American life is not the tragic key. Every life, of course, will hold a tragedy, if it only keeps on living long enough. The way to avoid an individual tragedy is to choose your time to die, with accuracy. The American attitude toward life is not the tragic attitude—no, because I think you will agree with me that the tragic never comes into life until finality comes; when the end is there then it is tragic and not until then. So long as there is a door or a window open, it is not tragic, but when finality is written, that is tragic, and the American has not, normally, that sense of finality. There is always the expectation of beginning again somewhere else.

My little daughter attended a private theatrical class, which gave a performance in which the audience was limited to members of the cast. These plays were mostly musical in character. As I had to live in the same apartment, I overheard them. I was rather troubled to hear what a high mortality they all had. It was never over until they were all dead. I asked my daughter if she had anything on her mind and she said: "When they are dead, you know, that stops everything; as long as they are alive, there doesn't seem to be any way to make it stop." Death affords an automatic chance for getting thru—it means, done—over—finished—"Finis" is written, and the American doesn't write "Finis" to anything. Life isn't yet tragic.

The American reaction toward poverty, for instance, is different. If you write a novel about poverty in Russia, write it in the tragic vein, but if you write it in America, don't do that. The American attitude toward poverty is that it is a highly unpleasant incident. A man who loses his money, drops out of sight as quickly as possible, so that he can bob up again in another place. He may never bob up, but he expects to. And I would advise any man who wants to write a novel about poverty, not to write it in the tragic, continental vogue, but emphasize the picturesque attitude. Everybody who has been thru it, knows there is a sporting feeling about not knowing where your next meal is coming from. If you know you are not going to have any next meal, finality is written, the thing becomes tragic.

The American, writing about advanced or middle age in woman, must take an entirely different attitude if he wants to meet the reactions of the American people, from what he would take if he were writing on the Continent. "The Dangerous Age" is a tragedy; when it was made into a play last winter, "The White Villa," it was a tragedy. Middle age—I hate to put a date on this—is a matter on which I prefer to ignore the calendar for very good personal reasons, but you know, there is certainly "Finis" written across life in "The Dangerous Age." Life is very tragic—the situation is very tragic, when to a woman the end is coming, the end of everything that means life to her. Now you know as well as I do, that that is not at all the American woman's reaction during that time of life. She is not as interested in what is ending as in what is coming. For the first time in her life she can join a club; for the first time, five o'clock does not have any awful significance for her; she doesn't have to go home and get things started; she doesn't have to go over the entire family budget to see that every child is clothed properly before she can buy a wrap. The dividend years are opening. A comedy is one in which the real play begins at the close of the last curtain. It deals with openings and beginnings. Life is like that in America.

That, I think, is a great deal deeper than the question of the happy ending. You know, as well as I do, that the happy ending simply means that you chose the right turn of the road at which to stop. It is the place where the immediate prospect is attractive. But wherever you stop, and whatever your ending, you will get more of the American consciousness of a reaction, if you keep to this idea.

It is only two generations since we had to make excuses to ourselves for reading novels at all and that idea is still in our bones. I have been co-operating with you for a long while. I send a lot of business your way. The people who read the literary review of the *Post* are book buyers; they ask what books to buy; they want a book; they know they want one; they are very grateful for advice as to the right book, and I think that is where you and

I come together. My business is showing people what I think is the right book. You need just such synopses as your first speaker called to your attention; something by which you get the whole of the book in three lines. The bookseller is doing that all the time. Every book-shop ought to be a cultural center, representing not only its immediate locality, but the community and all of the surrounding district. (Applause.)

PRESIDENT HERR: Before these pertinent remarks have got out of your minds, I am going to give you a few minutes' time for discussion on the three addresses you have heard. Is there no one on the floor who has an idea, arising out of these discussions?

MRS. IDA WATSON of Duluth: Here is an idea that was new to me and it may be to others. During the Religious Book Week, we hit upon a plan of inviting all the ministers to help—One minister I found in the city of Duluth who was a reviewer of books at his Sunday evening services. I asked him to come to the book-shop and discussed with him the idea of his carrying in Sunday school, or church, a rack of books that he reviewed. He was willing to do so, and we have a silent advertiser there. We have no notice, but he is willing to carry these books, because he reviews them—because he considers them worth while. He makes books eloquent at the entrance of his church or Sunday school.

Again, during Religious Book Week, the Y. W. C. A. co-operated very largely with us, and we suggested books on the calendar in the lobby of the Y. W. C. A., and by a rack of books, especially accentuating the books that were cheap in price, and easily carried in the pocket. We erected this stand and sold a very satisfactory number of books during that week, and now we have a prominent stand there. We give the Y. W. C. A. a small commission for selling the books. It has been my object to let a book speak for itself wherever possible.

I think the books are much more eloquent than merely a poster of "Buy a Book a Week" but they must have some classification. That selection of books in the Y. W. C. A. is, I think, most appropriate. There are many places in which we can put books and our books can speak for themselves. I think it is a vital thing to look out for these chances.

MR. CONOVER: I want to speak of what we may call "flower books." I have had the habit for the last ten years, of using my Sunday afternoons for outdoor walks, and getting acquainted with the Maker of all human nature, and when I began, my knowledge was rather limited and my acquaintance with the flowers was rather limited, but in that time I have become acquainted with at least two hundred and fifty flowers around our neighborhood, that I can see and call by name.

How do I make this fact useful? I hardly ever come in from one of those tramps that I do not take the flowers down to the store and

set them in a window or in the show case. Pretty soon someone says "What kind of a flower is that?" I say: "Haven't you ever come across that?" Then I go and get Reed's book and I open that and show them the different kinds—Dutchmen's breeches—and another, that belongs to the class called bleeding heart. You have seen that in your garden. I show them the picture and I tell them how they can have the book handy in their pockets.

Then I see the School Commissioner in our district, who is quite an enthusiast about flowers. The children take a sheet of cardboard and every flower they find, beginning in April, they mount on that cardboard and when they get thru the season, they have a flower calendar. They are doing the same thing with birds, and making a bird calendar and my store is headquarters for the exhibitions they are going to make in the fall at the County Fair. You would be surprised at the exhibits the children are going to make at that time with the various things they find out about nature—birds' nests and flowers. Last year our county took—I won't say how many—prizes at the State Fair for its collections.

I have taken a little credit to myself for that because I have started them on the way, and I am selling books, as well as educating the children along other lines. (Applause.)

Not Like Other Businesses

MR. KEATING: I was so unfortunate as to come into the room after Mr. Sell had started his very interesting address. I think it is a great pity that Mr. Sell is disassociated from the Chicago paper on which he did such marked things in the way of introducing books to the clientele of his paper. I am sure that if he had remained there in the close contact with books, such as he had at that time, he might have reached different conclusions from those he announced to-day.

In the first place, I think that his thought that the book business is different from other businesses in that it is subtle and temperamental and artistic, a point expressed so well, is being rejected from the booksellers' minds. Too long we have thought of bookselling as different from other businesses. I think it is time we got down to facts and looked upon it, not as a literary vocation but as a merchandising vocation. We sell books as other merchandise is sold. Once I said to the head of Loeser & Company, that this business was absolutely different—there were certain considerations that entered into the sale of books. He said: "Every buyer in the house thinks that his business is peculiar and different." I didn't have a leg to stand on—because every business is peculiar and different.

I want to differ in another particular with Mr. Sell. In the matter of selling a book—for Goodness' sake, haven't we sold enough single books? Everybody in the United States nearly has a book that he has been sold at one time or another. *We want to sell the idea of possessing—buying books. We want*

to sell a habit. We have done the boosting of single titles time and time again, and the buying of one book and the reading of one book doesn't necessarily make a habit. We have a bigger job ahead of us. We have got to impress upon people that books are essential—that books can be had.

Have You a Little Library in Your Home?

I have not any brief to hold for Mr. Newton's slogan "Buy a Book a Week," but after all, that has in it the idea that we want to put across—by a small investment one can have all that literature offers. Anyone can build up a library by a very small weekly, monthly or daily expense. Let him buy a book and he does get the idea of owning and reading his own books. I think there were several other points that I disagreed with Mr. Sell about but I have forgotten them. We want to sell an idea and we can do it as well as others sell Victrola records—as well as the automobile manufacturers have sold the idea of owning a motor car. We have got to sell the idea—not a book. We have sold "books"; we want to sell *more books—the idea of building up libraries.*

A few years ago I visited Mr. Ketcham on Long Island and we went thru the home of a millionaire manufacturer. He had everything in the house, from a palm garden to his own incinerating plant—everything the heart could wish for, and he showed us with a great deal of pride over the house, and he had a room off the main hall on the first floor, and he said: "We are going to use this as a sort of den; I am going to keep my guns here, and my wife is going to keep her sewing machine there." I said: "Where are you going to keep your books?" He said: "My wife has a combination desk and bookcase and we are going to have it in this room." That is how they felt towards this idea of owning books. They haven't been taught to want books.

And it isn't only the multi-millionaire we are after, but the man who works with his hands, who needs the relaxation that books can bring him, and we want, by some phrase—"Buy a Book a Week" or another, to bring home to him the idea that he can possess books for himself, surround himself with them, that he can know as much as the other man, if he wants to apply himself. Let us pound home that idea. The book selling business is *not* different from other businesses.

MR. SELL: May I make the suggestion that this change might be made: "Have you a little library in your home?" (Applause.)

PRESIDENT HERR: We will now proceed with the regular order of the program. We have had a couple of discussions by people who think they know what people want to read, and now we are going to have one by someone who ought to be in a position to know what they like to read—Mr. Daniel Longwell, clerk in the Pennsylvania Terminal Book Shop.

What the People Want to Read

From the Point of View of a Book Clerk

By Daniel Longwell

Clerk at The Pennsylvania Terminal Bookshop, New York City

A CLERK in a book-shop is something of an information bureau. At his back are all the publishers that have got out books and all the machinery of distribution, and he tries to fit the book to the mind of the buyer.

It is a rather difficult position and in his work he has, perhaps, a thousand and one questions by the prospective customer for every book that he sells, and from those questions, he forms some idea of the public taste, of the trend and tendencies of the book-buying public.

In the few years that I have been answering the questions and endeavoring to fulfil the desires I have discovered several things. In the small book-shop, the range of questions put to the clerk is tremendous. There is the person who will drop in and say: "Have you such and such a book? Now, let's see; I have forgotten the name and the title and the publisher of it, but the plot runs like this." Or the man who has done research work, and if you cannot tell him the name of some translation, he accuses you of being a dullard, and says you really do not know your stock. There is also the young man who will say: "Say, Mister, have you that poem, 'And I Learned about Women from Her'?"

It is interesting to meet the different types of people. There is the wealthy man, and the scholar, and there are all elements that go to make up a heterogeneous nation, and it is our duty to fit the book to the man or woman or boy who wants or needs it. We have to sympathize with them and try to sell them the book they want.

I should say the American public is divided into two large groups of people. In the first place, we have our literary group—our really intelligent book-buyers who know what they want and you can tell them by their dislikes, they want no trash. And on the other hand, we have the readers who need recreation and it is they perhaps, who give us our bread and butter. They want no highbrow reading and by their dislikes shall you know them. In the first class, the readers look for translations of the European classics. They are the people who have been buying the James "Letters" or books of that type. They want Hardy and Kipling and Walpole and Swinnerton. They are constantly demanding more and better books. Take "The Education of Henry Adams"; that is typical of the book read by that class of people. You can tell the type the minute he comes into the book-shop and if he has not asked for it, you know he will be back and ask for "The Outline of History." They are the people who want the James "Letters" or Bishop's "Life of Roosevelt" or "The Biography of Margot Asquith"—an intelligent lot of people.

"You cannot say to one of them: 'What do

you like to read, Mister?'" because he will be insulted. The books are going to sell themselves to him. He will look upon you as an upstart. He has definite wants and the only thing you can get for him is intelligent book clerks—reference libraries in the shops. And, again, he wants on the shelves the standard authors, he is anxious to get them and you need not worry about his buying if you have worthwhile books to read on the shelves. You needn't worry about readers of that type, they are increasing in large numbers. Our universities are over-crowded at the present time with young people who are the great potential book-buying public.

The second type of reader is the one who wants no highbrow work, but he is for all of that a worthy reader. If you want to know what his mind looks like, look at the index of the *Saturday Evening Post* and you have it. He is the man who wants the type of story written by Scott Fitzgerald, or William J. Locke. He is one of the people that the *Saturday Evening Post* type of author wants to get hold of. He likes J. Oliver Curwood and novels of action—strong men and weak women.

These people want their books written by experts—Otto H. Kahn or Frank H. Vanderlip—experts from the Wharton School of Finance or the Harvard University School of Business. They want that type of man writing the books—Vardon on Golf, or Tilden on Tennis.

In their fiction they want light reading. Plenty of action, getting the utmost out of the turn of a phrase or the play upon a word. There is the fickle type of reader, who rushes into the first place of amusement in sight—to a movie, the show, or to a book-shop and, if you can get to them first, they will come to the book-shop and buy.

They read, not because of the habit of reading, but because it is pure pleasure. They want humor. They support our Fairbank's and Chaplin's in the movies, and plays on the stages that are running for two years. They will say: "Have you a good funny book; have you something that will make me laugh? I am going away on a trip and I want something I can pick up that will make me laugh." Frank Bacon's play has been on Broadway for about two years. It is a humorous play. We have our school of Bret Harte and Mark Twain and our old writers in American literature, and they were widely read. People are still reading them. There is a class of people who want the type of humor aimed right at the solar plexus.

What else do people want? They ask for books on gardening—on building a garage, or something on landscape gardening. They are

asking for books on different parts of the country.

What are these traits that we are trying to develop in a book-shop? We are a curious people, a self-educated people, and a book-shop is a part of the community service; it must be a reference library for all people who come in and a place to help them secure their wants. The book clerk must be a reference library. I want to stress that point.

The American people are interested in a certain lot of political scandal. Is there a political attack or any big fight down in Washington or between two countries—they want a book on it. The American people are used to knocking in their newspapers and they have to find a place to go to discuss those questions. They are interested in all political action that is going on in the country at this time. They are interested in personalities. That is a point in selling books—the personality of your author.

They will stand a great deal of biography. Some will come in and say: "Have you any good essays or have you a recent biography of some note?"—"The Education of Henry Adams," "The Life of John Marshall" or Albert Bigelow Payne's "Life of Mark Twain," the magazine *Asia*, or the *National Magazine*. People are anxious to get hold of books telling about strange places—the farthest coast, the farthest islands. Our nation is becoming an exporting nation, and we are getting out of our narrow sphere, and books of travel will always be in great demand.

Barrie is one of the most pleasant authors to sell. You are certain of satisfaction. People are romantic. They say: "Have you something like the 'Broad Highway' or 'The Beloved Vagabond'?" They have been reading "Main Street" or "Miss Lulu Bett," but the American people are, on the whole, romantic. "Alice in Wonderland" is wonderfully popular in America. It is removed from our daily life.

The American people have a great appetite for mystery books. A man will come into the book-shop and get a mystery story for himself and a love story for his wife. Poe appeals to all. There are a great many mystery stories that have been written that are very successful—Conan Doyle—people are asking for his books all the time. He is just one. Dramatic action, as I say, they want something of the movie quality, such as the plays that Fairbanks plays in.

The newspaper man sees a peculiar side of our life. His viewpoint is interesting to the American people—stories by newspaper writers—W. L. George's book "Caliban." Then there is Mrs. Willies's "The Enchanted Canyon"; they like a Western story. They will come in every week and buy Western stories. They like Jeffrey Farnol's books. They haven't got over their old time traits. They want to go back to the South Seas or the Fourteenth century for their action; somewhere they have not been.

I think one of the big things I have had a

demand for is Christopher Morley's "The Haunted Bookshop." The American people are not ignorant people. The people who have read Morley will follow him thru and they come back and ask for more.

I will say the American people have a genius for reading the new book. You may have all the wealth of all the wisdom on the earth but if you have a book that was published yesterday, and tell them that, they take it. People are up and coming and we cannot combat that. The American people want the new thing; they have a genius for that. *They want the book that is being read.*

The customer says: "I want this book; it is being read; someone suggested it" or "The reviewer said something about this." They want the book that the salesman is reading.

It is unfortunate that booksellers are not more extensive readers, because the average question asked when they come into the shop is: "What good book have you read? Can you recommend me a nice book?" He should read at least one-tenth of the books he is selling. Here is the weakest point in the book-selling business, the weakest point in our merchandising. We do everything but attend to the thing that stands between us and the customers.

The average book clerk is in the business only two or three years. Train your book clerk. How? I don't know. Perhaps the PUBLISHERS' WEEKLY can run a good extension department; perhaps the Booksellers' Association can in some way stress the idea of training the book clerk. Perhaps they can train him in the book-shops. A bond salesman works for a while in Ohio, then is sent to New York, and back to Ohio. Send our clerks for a while to a library, then to the big book-shop and back to the small book-shop.

If you want to get the people who are not reading to-day, who are drifting into the book-shop, get competent book clerks.

MR. SHOEMAKER: There are various ways of getting on the program. The understanding was that this year, Philadelphia was to be conspicuous by its absence, but I managed to slip in here to say something. Somebody asked me this morning, why I didn't talk about the new outlet for books as a result of the dress-making business, and it might interest you to know that, not from any idea of our own, but due to the resourcefulness of a garment manufacturer, a new outlet for books has been developed.

In other words, a manufacturer of dresses in New York, came to us and asked us for the privilege of using the name "Betty Wales" on dresses, and quite to our surprise, the business has developed far beyond any expectations we had and the books not only advertise him, but he uses the books as premiums. There is a coupon attached to the skirt of each Betty Wales dress and the person who buys the dress can cut off the coupon and fill in the names of five of her girl friends. She sends that to the manufacturer of the dresses in New York,

who collects those names, tabulates them and sends them back to the town in which he has an agency for the dresses and sends to us the name of the sender, and she receives from us one of the Betty Wales books.

I think I am not violating any of the secrets of the trade when I say that they are getting from us not less than one thousand books a month—about 15,000 Betty Wales books a year are going out. Each girl who gets one of those books from us, there are eight volumes in a set, is a potential buyer of the rest of the set. We follow that up with a letter, telling her about the rest of the books in the set. The

result of that all is, that a set of books which is some fifteen or eighteen years old, and which was not becoming any more active, has become one of the most active sets of books on our list, and all due to the fact that we are developing an entirely new market for books. We can speak of this in all modesty, because it is not our own idea.

PRESIDENT HERR: I take great pleasure in introducing Mrs. Honoré Willsie, author of "The Enchanted Canyon," "The Heart of the Desert," and formerly Editor-in-Chief of the Butterick Publications.

What the People Want to Read

From the Point of View of an Author

By Honoré Willsie

WELL, I am here under false representations. I do not know anything about what the public wants to read. If I did, instead of riding in a Dodge car, six years old, whose self-starter won't work, I would be riding in a Rolls-Royce. I have been trying for a good many years to discover what people want to read. I have learned a great deal about this from you people to-day. However, I will try to prove to you that I do not know what the public wants.

The Author Collects Data

The author must have a story in his or her heart, which he feels he must put on paper, and the Lord be with him for the result. Just to prove to you that I don't know why books sell—before I wrote my last book, I thought I would inquire as to the popularity of several Western stories. I went into a Liggett Drug Store where there was a girl I had a nodding acquaintance with, merely nodding—behind the book counter. I said: "How about the books on the southwest that are being published now; what do you think is the best?" She said: "I don't know." I said: "Can you recommend one to me?" "No," she said, "I don't like any of them very much, except Zane Grey's and Harold Bell Wright's. They are all punk. We have one old one that sells and sells and sells; it is a rotten book but you might read it." I said: "Who wrote it?" She said: "A man wrote it, whose name is Willsie. It is a rotten story." I suppose I had a curious expression on my face and she said: "Have you ever read it?" And I said: "Yes, a good many years ago." She said: "How did you like it?" I said: "It was a rotten story." And I didn't buy the book.

I took on the job of editor of the *Delineator*. I didn't want to be the editor of a woman's magazine. I was the editor of the *Delineator* for nearly six years. The task that was set me as editor of the *Delineator*, was the task for turning the *Delineator* from being a mere fashion magazine into a magazine with some literary quality. I was very ignorant

when I took the job. After five years,—rather to show you I don't know what people want,—I made a speech in Detroit before the women's clubs, and I suppose there were five hundred or six hundred women there and four hundred and ninety-nine of them came up to me and said: "You know, we never knew that the *Delineator* was not merely a fashion magazine."

Somebody asked me how it felt to be the editor of a magazine having the circulation of the *Delineator*. I said: "When you are going to make a speech before an enormous assembly, you sweat blood preparing the speech; you put the best effort of your life into the speech; you dream about it, and when you are thru, you find the audience is deaf, dumb and blind. That is how it feels to be the editor of a magazine."

Sure Fire Stuff

There are five or six things I found as editor of the *Delineator*, were sure to bring requests for more. Sex stuff; that is, when a writer writes a story like Robert Chambers, he knows sex stuff sells. I suppose that is why he writes it. He knows that people like to be led right straight up to the bedroom door and then have the door banged in their faces, as my husband says. Robert Chambers worked that for years and years. You can be very sure of building up your circulation; it will jump and jump for you.

I was talking with a man last week who owns a big newspaper syndicate, and I asked him if he published sex stuff. He said "No." I said: "Why?" He said: "It doesn't develop a permanent audience." He said: "We want a permanent audience." There is another type of sex stuff—the muck raking type. It holds up to the eyes of the morbidly curious public the things that should be private, the things that human beings all know and don't want to talk about, and every once in a while someone comes along with courage to talk about it and we all lap it up. Those are the two kinds of sex stuff. I avoided them in the *Delineator*. I suppose a magazine is a

personal thing, and I was more interested in out-of-door things and in children, and I took it for granted that there were just as many women and men in the country who were as interested, and I avoided the sex stuff.

Then after that there was the adventure material. Each month when I made up the magazine, I said,—so many months out of the year we will have adventure, so many months, a child story, and every month out of the year, a love story. I thought, up to the time of taking the editorship of the *Delineator*, that women didn't care for adventure. I had a letter one day from a woman in Dakota. The idea she tried to get across to me was this: Why don't you have stories of the sea? Why is it that writers do not write the kind of stories of the sea that I would like to read? She said: "People think of me as a dried up old maid, living on this farm which my father left me, doing the daily routine of the farm, day after day, living here with nothing to see but the endless prairies, and yet, I tell you that every night when I go to bed I see the sea, and I long for a book that tells me the things I want to know. I want to know if the sea, when you say it is green, is as green as our prairies are in the Spring? Do the gulls scream at dawn or at night—when do they scream? My father staid at sea until he was twenty-five years of age, then he came here and staid all his life. Won't you please find a writer who knows the sea and write a love story of the sea—on the sea in a very small boat at night. The hired man goes to milk and then he goes home and the neighborhood is quiet, and me,—I am on the sea." I found her a story of the sea but I never heard from her again.

Love Stories Popular

Love stories, always love stories, are liked; particularly the simple romantic love story, not the sex story; that is quite distinct from the ordinary love story, the great love story. "The Brushwood Boy" will live forever, I believe.—we never published such a story—what I call a sexless love story, which is full of sex, without having a request for more, twelve months out of the year, year after year. Men and women like to read a clean, fine love story.

Again, the child story. A woman's magazine turns naturally to child's stuff and so when I became editor of the magazine, I said "Let us carry the regular department in the back of the book but have no fiction about it." I had two or three experiences which made me see I was wrong. I will tell you two.

I was making a talk in the middle west, again before a woman's club. I was sitting on the platform behind one of the sneakers. The chief speaker of the day was a distinguished college professor, who had just come from Europe, and he had been asked by this woman's club to talk on the general political chaos in Europe. If any of you have ever spoken to an exclusively feminine audience, you know it is a difficult audience to talk to, because there is a continual adjusting; four or

five years ago, they would knit,—a little powdering of the nose,—and I could see this was a particularly restless audience, and they all had fans. This college professor leaned on the table and sweated (he didn't perspire) and tried to get his idea over, but the political chaos in Europe somehow or other had no place there. They edged toward the door. They looked at me and wondered whether I was going to say anything worth saying to them. Finally, the professor said in closing: "I want to speak of something I saw in Amsterdam. I want to tell you about eight little Amsterdam orphans, of whom I had the care." The women came right out to the front. The nose powdering stopped, and he held them breathless and motionless while he told them about the children.

Stories of Hearth and Home

Another incident: There was a group of very highbrow writers in New York. They made a great mistake, and I will tell you about it. They were talking, about fifty or sixty of them, about getting up a community wherein they could all live and where the children would be taken from the parents and brought up by hand by people trained and equipped to bring the children up in this community. There was to be a community this and that, leaving the men and women writers free to expand their souls and pursue the publishers. There were a great many distinguished names there and they gave a banquet. They made two mistakes. I didn't talk; I am a lowbrow. These people who were there would not admit to reading anything lower than the *New Republic*. As I say, they asked me. They asked also a man whose name you would all know,—a great writer on political economy. He is about fifty years old. He looks as tho he never had a drop of red blood in his body; may be that is the reason they asked him there. He was to close the whole evening by pulling the situation together and telling them what a great economic idea it was. It had Bolshevism backed off the boards and was going to make over the world. There was considerable stress laid by the women present on the matter of this community training of children. There was considerable discussion. Some husbands and wives were present. It was an interesting meeting in more ways than one. When the economist was called upon to speak, he got up slowly and looked around and said: "Ladies and Gentlemen: I have one comment to make on this evening's portrayal of modern tendencies. When I was a boy I went to the public school in the country and we learned to speak pieces, and I learned one I have never forgotten: 'Backward, turn backward, O Time, in your flight,

Make me a child again, just for tonight.'"

He said: "When you men and women can embody that thought and what that thought has meant to men and women for countless generations, then you can begin to talk about making Utopia, and not until then."

I went back to the Butterick Building and I said: "We are going to have stories about mothers and children," and we did, and people liked them; not that they told me so, but the circulation went up, and the circulation man said maybe there was hope for me.

There is the mystery story. For the family magazine, there isn't anything better than one mystery story every third month, making a serial of it, if possible. The people love it.

This winter I went out on a western ranch, and I had many and various experiences out there. We were sixty miles south of a railroad; the ranch was in a little valley from which gigantic mountains arose, so you could walk out and put your hand on the mountain's shoulder. It varied from ten above zero to forty below, in temperature. There were about twelve families. It was all blue from the elevation and the snow. People lived in log cabins. They were active people, and they were enormous readers. They read nothing but two things: *The Atlantic Monthly*, and Zane Grey and Harold Bell Wright and any other western writer that came along. They are rough people,—practically all of Anglo-Saxon descent. They live a big free life. They have no morals worth mentioning, but the man who is the most immoral man in the valley, is a man I will call Jones. He was unmoral—a man of about fifty. He was a wonderful broncho buster, and comfortably well off, but even the people in this country said he was a little bit rough. But on the shoulder of the mountain, fifteen miles from our cabin, was another cabin and there lived there the stingiest man in this country, and this stingy man had a wife and she was a very pretty girl. When it came time for the wife's baby to come, the stingy husband said she couldn't have Auntie Ames or any help except what he could give her. The doctor was sixty miles away. It was too much trouble. People in the valley were not particularly interested one way or the other. This stingy man, they said, was going a little bit too far, but nobody tried to help the matter out. One day there was a blizzard, and I was alone in our cabin. There came a knock at the door and in came this man Jones, covered with snow, and he had a bundle in his arms and he brought it in and said it was a baby. It seems he had gone up on the mountain to have some sort of a row with the stingy man and had found the wife alone in child birth, and she died. He brought the baby to me—a pitiful tragedy that few people know about.

A day or so after this, Jones was going to do some dehorning. They dehorned the young steers out there. The people lack for excitement and so this dehorning that is carried on is very popular. There were fifteen or twenty of us watching the dehorning. Jones would go out on his horse and let the steer run. Jones would go up neck and neck with the steer, the horse threw him on his back, then Jones would sit on the steer's head and saw off his horns. I sat facing it as long as I could, and then sat with my back to it, and watched the mountains. After the perfor-

mance was over, Jones came up to me and said: "Say, Mrs. Willsie, I heard you had some books sent you by the publishers. What kind of books are they?" I said: "I don't know." He said: "I wish, for Heaven's sake, if you have any books among them that have real adventure in them, that



FRED D. LACY OF PUTNAM'S AND CHARLES A. BURKHARDT OF DUTTON'S, PIONEERS IN TRADE ORGANIZATION, TAKE A BOARDWALK AIRING

would take me out of this damn dull life, you would let me take them." I had no answer for him. The mystery story would fail with him.

Those comprise the kind of stories that we know the public wants. We know, because they not only endured them, but came back year after year and read the same kind of stories in the same old magazines and in the same old books. They are not in any sense to be looked down upon. The reading public is not to be patronized. It is infallible in its final judgment on the worth of the author. I may write the most magnificent story of the far west that was ever written; if the public doesn't want it, it isn't a good book. The public wants joy; life is hemmed round with mystery; life is dark. When we read, we want to read to find a little joy in life, and the writer who doesn't find and interpret joy in adventure, and in mystery, and in motherhood and love, cannot endure, and the public knows it. (Applause.)

Morning Session—Wednesday, May 11th

The meeting was called to order at 10:15 a. m.

PRESIDENT HERR: The general theme of the meeting this morning is "How can the bookseller create a public and give it what it

wants?" And this has been approached from a number of viewpoints.

The first address will be from the point of view of the large book shop, and Mr. A. Kroch of Kroch's Book Shop, Chicago, will speak.

"How Can a Bookseller Create a Public and Give It What It Wants?"

From the Point of View of the Large Shop

By A. Kroch

Kroch's Bookstore, Chicago

WHEN I was approached to speak on this subject, I felt rather embarrassed. To speak in a general way is naturally the easiest but also the most superficial way, as it lacks the convincing power of actual proof. To speak specifically, would require speaking of myself, which might create the impression of self-advertising. I have, however, decided to face such an accusation in the hope that my experience may be of benefit to some of my fellow-members.

During my business life, I have tried to know myself, to analyze my own motives, to study the public with whom I came in contact, to consider my possibilities and limitations, and will attempt to give the truthful and self-analytical trend of my thought.

Early Training

I am starting with a terrible confession. I am not what you may call a regularly trained bookseller. In my home-town, as a student, I have spent most of my leisure time in reading and browsing around in bookshops, where with my small allowance, I was gathering together an interesting private library. From my early youth, I felt the amenities of book-collecting, and this incomparable joy taught me the psychology of the bookbuyer. The one group of men I have then admired were the bookmen. Such a wonderful profession, I thought; all you have to do is to read and caress fine books, and even if you have to part with them at times, new ones will replace the loss. You meet charming people who share your book-joys, discuss with them your favorite authors, and you add to their happiness by letting them have the books they crave. Those were my boyish dreams; I still have them, and to those boyish dreams I attribute my business success. I still share with my clients the joys they get from reading the good books which I recommend.

When I came to this land of unlimited possibilities, my first thought was of books. The statue of Liberty with its outstretched arm, shining in the darkness was to me the personification of freedom borne out of knowledge. I heard and read wonders of this "God's Country" and was convinced that people with such lofty ideals must be all booklovers. After a short odyssey, I found myself as clerk in

a foreign bookstore. I was happy, and even the mastery of a book-duster did not dim my enthusiasm. I learned there by contrast and began to feel terribly important. Here, I was permitted to talk to strangers, who soon became my friends, about the books I loved; I sold them the books and they came back for more. And why? Because I offered them something I knew, something I loved, and because I transmitted to them my honest enthusiasm. All this was unobtrusive, genuine and not forced. And here, you have the first three points of the successful bookseller:

1. Know your books.
2. Become enthusiastic over them.
3. Transmit this enthusiasm to your clients.

Windows Reveal Shop's Soul

When I founded my own bookstore, it was but natural that I should follow these rules. I gathered together books that I knew, not merely a haphazard selection, but only such books as appealed personally to my literary taste, and with unflinching conviction that those books would appeal to my clients. The next task was my window. I realized from the start that the window was to bare my business soul which was a chaos trying to embrace all good books, and accordingly I so arranged my first window. I was so proud of my books that everyone was to receive a preferred position, but the more I loved a book the better the position. So the window became my real business card, the expression of my individuality. The public noticed the expression, caught the spirit and began to come in. I talked to them about my books, it was I who led the conversation. I spoke to them about the subject I knew best, about the books I loved, and evoked in them the desire to know more about the books I spoke about. Here is the fourth point for the successful bookseller: Make the public want the books you want them to read. In my present bookstore, with yearly booksales of about a quarter of a million dollars, over 90 per cent of the books sold by me and my assistants are our recommendations, and less than 10 per cent direct requests.

This actual power to mold the mental requirements of the public must be wielded with tact, discretion and absolute honesty.

I have succeeded in impressing my clients with the fact that the reading of good books is not only a pastime, a sport of a thousand thrills but also a most profitable occupation, as it elevates the reader above the dull crowd, offers him the best topic of conversation among intelligent people, and entitles him to the privileges of the only true aristocracy, the aristocracy of mind. He can also share this distinction and pay the finest compliment to his friends' intellects by giving to them *books as gifts* on any and every occasion. To be met in a bookstore, known for its good books, is really a worthwhile distinction.

Longsighted Travelers

The mentally alert bookseller has a further opportunity, if not duty, to improve the taste of the reading public. When a genuine effort is made to impress the reader with the beauties of literature in contrast to the shallowness of near literature, it will usually meet with success. It has to be done gradually, tactfully and persistently. The bookseller's own enthusiasm for literature and his belief that the public is susceptible to good books are his best assistants. Genuine gratitude of attached potent book-buyers will be the adviser's reward.

As my book-purchases became noticeable, they began to attract the attention of the publishers' representatives. Soon I discovered a new art "The Gentle Art of Making Enemies" among those representatives who thought they knew more about my wants than I myself, and were anxious to find a resting place for their would-be remainders. But the short-sighted salesmen soon gave me up in despair, and my arrogant endeavor to find out more about the books than the size, price and a few ill-fitting commonplace phrases met with resentment. But there were others who endeavored to appreciate my position, who were either prepared to answer my inquisitive questions or offered me an opportunity to answer the questions myself. They understood that my mode of buying was not a matter of favoritism, but merely an honest desire to convince myself whether I was fit to sell the book in question, and whether I could find the reader to fit the book. An important factor was whether the book would fit in with the rest of my book-family without causing an unpleasant discord. My rule is quite simple: I never buy a book in appreciable quantities unless I have had an opportunity to read the book myself, or know of it sufficiently to be able to describe it intelligently. Large special works are never bought unless I can visualize prospective clients. Thru reading literary journals, I am keeping myself informed and have also a standing order with my British agents for sample copies of every new work of the more prominent English authors and of any widely read book. I believe that there is always a valid reason, either positive or negative, why a book attracts especial attention. If the book is important, I prepare my public for the American edition, place my advance order in

sufficient quantities, and plan my selling campaign.

The American publishers keep me posted, well in advance, on their new publications, and are almost without exception willing, since they know my requirements, to co-operate with me. Every book, which I purchase, whether important or quite insignificant receives its proper attention. It is a mental heart to heart talk between myself and the book and a merciless examination as to a properly appealing but truthful talking point. I cannot sell a book without a talking point, as I must find a reason for offering it to my clients. The talking point is the soul of a book, with it, it is a living being, without it, it turns into that despicable creature: the plug. When I have gathered all the information about the book, I cannot only face the most inquisitive client, but as a matter of fact, I invite his questions and am prepared to answer them intelligently. If in spite of all the precautions my judgment is wrong and the book for any reason does not fit the reader, he has naturally the exchange privilege, and I try to impress him with the fact that I am sincerely grateful to him for an opportunity to correct the error. I have always practiced this guaranteed system.

One Book Sells Another

Every book has its soul-mate and thru the simple process of associating ideas the soul-mate, even if it is of a different temperament, can also find its way to the client. In one word: One book sells another, either immediately or later on, and it is unwise to break this living chain by selling a book that is unsuitable to the purchaser.

To reach the client whom I cannot meet face to face, I write personal letters or short notes in which I give plausible reasons for offering the book. I find long elaborate circulars quite useless. To remain in close touch with clients who carry an account with me, I have inaugurated a service of "ONE BOOK A MONTH" of my own selection.

Bookstore Fittings

Books by American authors have been always closest to my heart, an almost Chauvinistic pride in our wonderful intellectual development as a nation makes me often indulgent towards some natural shortcomings of the virile youngster the "Modern American Literature." The freshness and boldness of Johnnie Weaver, the sturdy idealism of Willa Cather, Frederick O'Brien's marvelous capacity for evoking pagan longings, Cabell's exquisite neo-romanticism, and dozens of others, whom I could mention, they all offer wonderful talking-points. I am listing the readers of leading American authors, holding my army in readiness for any new attack. A small note announcing the birth of "a new child" always arouses curiosity, a new Fitzgerald, the long-awaited Osborn, another Newton, a Mencken make my clients forget any dreariness of life.

It is not sufficient to have the right books on the shelves, they must be properly displayed. The public will not look for the books, but the

books must court the prospective reader's favor. Dignified, harmonious arrangement, according to subjects and easily accessible, always within reach, with an eye to harmony of color and form, will create an atmosphere of unobtrusive dignity. But I have no patience with the home-surrounding imitations. A bookstore is not a home, and a fireplace will not create a home-atmosphere. The client must be impressed with the bookstore's primary necessity to sell him the books he will like, and there is no reason for obscuring this effort. The visitor should not feel out of place, not awed by impressive tomes but greeted by old acquaintances and tempted by possible new friends.

In my shop, I have avoided monotony and have endeavored to impress the visitor with a further thought that books are not only the best mental companions, but also ideal interior decorations.

Bookseller as Advisor

Next in importance to proper selection of books is my effort in surrounding myself with suitable assistants. They must be capable of keeping up the undying fire of enthusiasm. They must understand that the clients' interests, their's and mine are alike. Honest, cheerful service must be their watchword, expressed in harmonious teamwork. But here I must touch upon a sore spot in our profession. The material to draw upon is quite limited. To remedy it, there should be formed book-selling schools and not merely evening classes. A two-year university course in general literature and business methods, one year apprenticeship in a well-conducted bookstore, a final examination before the board of the Booksellers' Association would entitle the successful candidate to a degree of a B. C., Book Counselor. With such material we could approach a plan of the utmost importance to the welfare of our profession, *a great national booksellers' campaign*.

We must impress the public with the fact that the bookseller is the logical mental advisor, that he is the one who awakens the mind of the child, moulds the thought of

youth, and broadens the view of the mature man or woman, that he is *The Practical Idealist*.

We must impress the bookseller himself with the seriousness and great responsibility of his noble vocation and the public with the fact that trust placed with him will not be misplaced.

PRESIDENT HERR: I would be very glad to hear a discussion of Mr. Kroch's most interesting paper. He speaks with an air of authority.

MR. GEORGE H. BRETT, JR.: Mr. Kroch's speech and others that we have heard yesterday have brought to my mind the necessity of perhaps a warning against "Buy a Book a Week." Mr. Kroch pointed out the necessity of personality in salesmanship in the bookstore. It seems to me that if we have the slogan "Buy a Book a Week" it means any book bought from any bookseller. I think that we should pick out the book to fit each customer. If we must have such a slogan, I would suggest "Read a Book a Week" is a better slogan than "Buy a Book a Week."

That perhaps does not work in so well from the point of view of the retailer because it may be said then that people will go to the public libraries to get the books. But I think that if the booksellers do get together and have more intelligent service on the floor, always striving for more intelligent service on the part of their book salesmen, that more books can be sold. And if we keep away from the "Buy a Book a Week" slogan and get over some other slogan, equally interesting, but one that means something a little bit more definite, we will do better.

PRESIDENT HERR: I think we are very fortunate in being favored with the help of a gentleman who has made a study of business methods, especially in the field of department stores. We all recognize the fact that department stores do get hold of some of the best selling methods. I take great pleasure in introducing Carl H. Fast, Department Store Counsel, who will speak on our general subject from the department store standpoint.

How Can the Bookseller Create a Public and Give It What It Wants?

From the Point of View of the Department Store

By Carl H. Fast

Department Store Counsel

I HAVE to begin by making an apology, and explaining that on this subject I am really not qualified to speak. If I were asked to talk on a proposition which I did not see the logic of at the outset, I would be very dishonest if I did not make my position clear. When Miss Walker was good enough to ask me to come to your convention here and stated the proposition for discussion, I took the liberty of differing with the phrasing at the outset in one

direction and on this I would like to have your agreement.

Nobody can *cater* to the public. So your whole proposition is wrong. You can have no individuality, no character, no following, no real position in life, unless you belong to a *definite part* of the public, and no business, no individual ever achieved success by attempting to *cater* to the public.

The admirable talk of Mr. Kroch's is one of

the best expositions of that truth that I ever heard. He did not make a public. He made a following out of a great chaotic mixture of human tastes and lack of tastes that we are commonly wont to call the public. The masses are not the public, the public is that element in a community which tends or works towards the community's development.

Now to that extent I am ready to admit that a public for book reading can be created, but when I think of the great diversities of tastes in reading, when I think of those who are after real literature, and those who are after thrills, I realize that a public cannot, from my own point of view, be catered to in book reading.

From the point of view of the department store man who has been studying the problems of management for a great many years, the more definitely you can conceive an ideal program, an ideal individuality for your business, and the more definitely you can visualize your scope in the community, the more successful you will be. There is the keynote to retailing success.

What Retailing Is

Another tremendous truth that is almost utterly overlooked—and, of course, the only reason I make a living is because most retailers are blind—is the fact that retailing is not the buying of goods at one price and selling them at another. It is not the detailed distribution of merchandise produced in the mass. Retailing is the adapting of goods bought in the mass to individual human service. Back of it all lies that much misquoted and misused word "service." We are constantly trying to teach in the department stores what service means, and I am free to confess that it has taken a long time for lots of the heads of the businesses to realize what it means. A great many store managers have made the mistake of thinking that service meant very elaborate efforts to get the trade thru offering all kinds of unreasonable inducements and other things that have gone to make American retailing an economic mockery. There is no one single thing that makes us so weak as a nation today, and we are intrinsically weak, in this tremendous economic reconstruction crisis, which is facing us, and thru which we are beginning to pass, as the enormous, stupid, costly competition of our retailing, the lack of any finer perception of what retailing should mean, and the belief that great staggering figures of totals, in dollar volumes, spells success. It does not. Nor does it spell efficiency.

To me the ideal bookshop would be a personally conducted bookshop, just as I have heard it described in this talk of a few minutes ago, wonderfully interesting. Practically all that Mr. Kroch told us was of a service in adapting goods bought in the mass to the individual pleasure and needs of customers. If we could have that sort of retailing in the department stores, you would see a different America.

I should like, however, to talk on what to me is the big problem facing us as Americans. Let us realize at the outset that we have been a terribly over-specialized nation, and that if there is one serious fault to be found with the average American viewpoint it is over-specialization. Let us first remember that we are going to be from now on a better type of Americans than we have been in the past. We are going to try to be honorable in the conduct of our businesses, and aim to relate those businesses to the public welfare of America, something which has been hitherto entirely neglected, strange to say.

Is Business Just Business?

Have you noticed what a purely American slogan it has always been for years to say: "Oh, business is business"—implying that it is quite a separate thing, apart from human life, and all the congenial things that we love. The American viewpoint towards business has always been to leave business in the office or the shop, never to bring it home. It is a distasteful thing, in many cases a dishonest thing, and we do not like it to be intruded upon our social atmosphere.

Now, however, we are beginning to realize that no business, no nation's business can survive until it is made a natural component part of that nation's welfare. And if I were asked to-day—and I assure you that I am not in any way trying to please you—I would say that bookselling represents the finest type of salesmanship in America, and I say God speed you! I wish that we could all run department stores the way you run your book stores.

Now, my personal contact with the bookseller has been very slight. I can say that his greatest weakness is his idea, amounting almost to a hobby, that the literary side, or the librarian function, the advisory function, constitutes the end and aim of successful management. I will venture the statement that the previous speaker has just as good business systems, just as good accounting systems, just as good cost finding systems, as he has spirit of service and diligence of research in adapting books to his clientele.

I should like to say a few words to you from the viewpoint of the managing expert, so to speak, who is studying problems of management, on this subject of "Better Management," rather than of "Trying to Create a Public." The public is here now. We have only to call from that public the clientele that the personality of your business will appeal to, and aim to develop it into greater and greater lovers of books.

An Undersold Commodity

In that connection I would like to say that I have this morning made a rare discovery. For nearly ten years I have been harping on the fact that the trouble with America as a nation is over-salesmanship and under-service. The real reason for the high cost of living and the cost of high living is the fact that people are constantly being urged to buy things that they don't need. But I

say in regard to books, this is not so. If you can only quadruple or multiply tenfold the consumption of books, you will be doing the country the greatest blessing that you can think of. [Applause.] It is the only kind of merchandise that I ever heard of that was not being over-sold. [Laughter.]

In various cities it has been my lot to deal with a bookseller now and then. I have gone into stores and I have talked with the proprietors about good retailing and principles of management, and I find that there are very few that grasp the fact that underlying all this service, all this literary side, all this beautiful atmosphere of fiction, romance, poetry, literature, in which they are basking, there must be the principles of sound management in order to enable their business to prosper. To render the greater service that we are picturing as an ideal, the proper departmenting of your store is necessary and the realization that you have slow-moving departments, and quick turn-over departments, the study of mark-up and mark-down, the keeping track of wants.

Following Our Own Leads

One of the great weaknesses in retailing to-day is that we are selling only what the manufacturers or producers give us to sell. We are not trying to find out what our following or trade really wants. That is a fact. The weakest thing, the most difficult in any department store to install is a want system. Why? Because we have been teaching salesmanship and not service. For ten or fifteen years we have had schools and courses and magazines and advertising agencies and every conceivable influence brought to bear to bring the Americans to think that the highest and most useful function is to get the name on the dotted line and to sell something that the man doesn't want. We have developed advertising for non-essential rubbish to a point to-day that makes it a joke. Yet we have not developed service. I have become sarcastic on the subject of over-salesmanship and under-service.

Studying Your Clientele

But management—let us get back to it again. You begin by studying your clientele's wants and desires and trying to render service thru merchandising. Your ideal store doesn't exist by merely selling to the public. It thrives because it buys for its element of the community, the merchandise that will render that group a real individual human service. And the great big function of true salesmanship is not getting the name on the dotted line. It is not making the sale. It is rendering the service thru the sale.

One of the things that I have to teach buyers in department stores is the subject of true values, to realize that value is not shown by a narrow margin of mark-up. The value of any article, a book or corset or suit of clothes to your user or consumer is measured by the degree of satisfaction which its possession gives that user. If I sell an ill-fitting

pair of shoes that logically would retail for \$15.00, and sell them for \$5.00 to a person that they don't fit, am I giving that person any value? The same thing applies all along the line.

"Sell a book a week" is not so important as "Getting the people to like a book a week" and "Want a book a week."

Are the Libraries Competitors

Another thought crosses my mind, and I imagine that it has crossed all of your minds, on the subject of the great development of the public libraries—the mistake, as expressed by the previous speaker, that might be felt by some people, when he suggested that the slogan "Buy a book a week" should be changed to "Read a book a week," the fear that it might boost business for Mr. Carnegie's memorials. I believe that if we look back, we will laugh at that, and we will realize the shortsightedness which caused people to think that the seamstresses would be put out of business because the sewing machine had been developed, and, I dare say, many people have been reasoning in the same way about bookselling and free public libraries. I have no doubt that any real investigation of the subject must have shown just the contrary, that the library extension, the great extension of free reading in all directions is bound to make a good deal bigger consumption and buying volume for the bookseller.

If I were a bookseller I'd almost feel that I would like to run a library, and a bookshop, too. I think I'd sell more books if I had a library where I could have a free reading room. It is the same principle as the great national advertisers' problem of getting people to want the goods by sampling them. How can we get anybody to sample a book except by reading it? The rest is all hearsay.

Making Capital Work

The next problem that we are confronted by is the financial aspect. I have seen so many stores that have all of their capital tied up in books which do not move fast enough and which prevent them from making any money. They don't realize that all that we have to sell in this world is time. Books, merchandise, college training, professional degrees, a hotel, a factory, a farm, anything you like are only tools with which we can turn time into money. And every dollar that you have invested in books or in merchandise, or in desk fixtures, or whatever it may be that you are handling, which does not give you a rapid enough turnover in proportion to the income which it yields, is keeping you from having a bigger store and a wider scope of influence. It is preventing you from turning time into money.

And the first thing I should urge upon the bookseller to-day is that he be a better merchant thru financial control. I think that if the business of bookselling could be put upon the modern department store basis—I say modern because there are very few modern

department stores—most of them are much more antiquated than your book shops. (Laughter.) You know, size is the most paralyzing influence in the world, as when a person gets so big that he cannot work quickly or act quickly. A big department store is like a three or four-hundred pounder who has to be pushed in a wheel chair. [Laughter]. Real efficiency is never found in bodies or businesses of great size.

Where Is the Best Turnover

I submit that the modern idea of merchandising is to find out where you can get the turn-over most quickly in order to carry on this great social house of service in the shape of the book shop. In other words, I don't know how many of you here carry stationery departments, how many desk accessories, how many kodaks, how many of you other various lines, but I do know that if the bookseller, no matter how he is specializing in his community as a book advisor, also couples with that a study of modern merchandising methods, he will be able to carry a bigger stock, and have bigger income resources by merchandising the stocks on which he can get a quick turn-over.

I don't know to what extent the fight that is going on in the department store field on maintenance of re-sale prices is coming up in your fraternity, to what extent the fraternal issue between the producer, the manufacturer, and the retailer has been discussed, but you will find it will come up more and more. The tendency of the national distributor, of course, is to make the retailer a mere hander-out of his product and the fixing of re-sale prices is one of the important problems to-day in retailing.

In the book field that is quite a marked tendency, and a very big percentage of all your merchandise you have to sell at a definite retail price. That is all the more reason why you should develop a want system, a special order system which gives you an enormous advantage over the average dealer, and why you should develop merchandising systems of management to assure a quick turn-over and make your dollars work.

Widening the Stores Scope

If I could leave but one message with you to-day that I believe would do most good, it would be to take a new pride in the fact that you are among the best retailers in the United States, that the bookseller is really rendering a service of advising readers on the books that will give them pleasure, that he is using discernment in adapting merchandise made in the mass and printed by the ton to the individual development of human beings. That is the highest ideal of retailing.

Now add to that the principle of logical management, and widen your scope by merchandising the less animate things, the things that have no so-called soul, the useful everyday artistic accessories of the library in the desk or the stationery field. I should like to see every book store in every city that I come

in contact with three times as big as it is. It should be. I'd like to see the spirit of bookselling that has just been outlined in such an ideal way, so prevalent that we in the other merchandising fields can follow it and copy it.

The average retailer merely goes into business in the way the average young person goes on the stage—because they cannot do anything else. [Laughter.] It is the most overdone industry or profession in the world because it is supposed to require no intelligence, no training, no knowledge, none whatever. I believe, that if you will develop schools of bookselling and schools of book-buying—because to me the buying is the first step in service—you will do a tremendous good.

Getting Best Salesmen

There is one subject I should like to touch on in conclusion, and that is the human side of it. I believe you have a tremendous advantage if you will use it in the getting of better employees than the average retail store can get. I had a clever young woman a year or so ago in one of my client's stores, whom I was trying to teach certain systems in the merchandising field. She tried it for a couple of weeks and finally she said, "I am going back to my old job." I said, "Where is that?" She said, "In the book and stationery store." I could not get her to stay in that shop. More money was offered to her; but no, she had a love for the books and the book store.

I think if I had a hobby and were able to cultivate it, it would be books. Is there anyone present, by the way, who happens to have been associated with the old second-hand book store in Philadelphia, Leary's on Ninth Street?

[MR. MCGRATH: Yes, sir. I have been connected there for the past twenty-six years.]

You will recall Gen. Pleasanton who used to buy so many books that it was a standing joke with his relatives and friends—A. J. Pleasanton. I think some of you gentlemen at Leary's were authorities for the statement that he had five or ten thousand dollars worth of books unwrapped. His wife would not let him unwrap them. I mention that because this meeting brings up so many memories. He was my grandfather. So you see the natural instinct to be extravagant in books lies in the family.

Now, the final message that I'd like to leave is that if you can possibly do so, get those readers whom you can influence at all to read books that will give them a more live vital interest in the problems of America to-day. [Applause.] A prominent banker in America has declared that we are a nation of economic illiterates, and it is absolutely true. There is probably no other land under the sun where people with the same average intelligence, sophistication, and so-called education are so densely ignorant, of the economic and political vitally important facts confronting their own country, as in America.

I want to tell you that the retailing industry of the United States to-day is on trial for its life and insofar as you form a part of it, it is your duty to see in what directions it may be reformed and improved and to get readers wherever you can to take a more active vital interest in the problems of this nation.

Now, that does not mean to urge Socialism or unrest or radicalism. It means to have them study the real truths of American conditions more earnestly than they have and not to keep all of their reading limited to the six best sellers.

That to me is the most vital problem. How many of you as business men need bank credit? How many of you need credit from your publishers? How many of you have heavy expenses to pay? How many of you are really trying to make some money on your business? How many of you are finding that your customers cannot afford books the way they used to because of the high

cost of everything else? Well, those are economic problems, and America's retailing is woefully inefficient, so that if you can do your little part toward helping to bring about a better America, so that the reading habit is used to give better knowledge of America, and help her build with less extravagance, less wastefulness, with higher standards of business, you will have been rendering an immense help to the age in which you live.

As booksellers, I think you can do that even more than the average teacher or professor in a college because you are graduating students every week, while they have to keep one group for four years. [Applause.]

PRESIDENT HERR: The next address will be from the standpoint of the small bookshop, and this viewpoint I think will be dear to the hearts of a great many who are here. The address will be delivered by G. M. L. Brown of the Orientalia Book Shop, New York City.

A Booksellers' Forum

From the Point of View of the Small Book Shop

By G. M. L. Brown

Orientalia Book Shop, New York

I **C**ONTEND that the gentleman who just got off the platform is a bookseller, but he is more. He is a spell-binder. Coming down to the train I had a suspicion that something would be put over in this session, and I had the good sense to throw my prepared speech out of the window, and I framed a new address which I have here to refer to. I did not have time to memorize it, but I am very glad it is this one and not the other one.

I was just thinking that I'd never have any success as a burglar, because I have so much trouble in making my get-away. I tried to get here yesterday and I missed every train. I am going to make a confession. The present get-away was just a succession of sudden visions of shortcomings of my small book shop. Suddenly, at the last minute, I saw all the shortcomings of my shop. I should have seen them day by day, but it all came in one final vision. Then I tried to right everything before I left. That is why I missed the 10:12, the 3:05 and the 5:15. [Laughter.]

What I saw in that little shop as I got away from the door was more or less of a futurist painting. It certainly did not look like any ideal I ever had when I first went into the shop.

Well, I got down to Philadelphia and had a little nap and felt a great deal better. Philadelphia always soothes me. I don't know whether it does you or not. [Laughter.]

The first shock that came to me—I think it was when I was trying to get the 10:12—was an important letter I had to write, and I said to the stenographer, "Address this letter to Mr. Blank." And she did. And she said,

"What are his initials?" I said, "Heavens, you tell me what his initials are." She said, "It is just Mr. Blank on the order." Well, I was very proud of my card index. I suppose a card index to a small shop is like a bath room to a little western cabin. To a lot of us it is really not so necessary, but every now and then when you need it badly for the names that you don't bear in mind, of course it serves a wonderful purpose. And this card index failed me on this particular man who was proposing to go to Europe and leave I don't know how many thousands of dollars worth of miniatures on sale. I said, "That letter must not go to that man without his initials, and we must have that index right." And my stenographer promised it would be so.

Again, I had this experience about six weeks ago: I can divide my customers roughly into two kinds, one the gentleman who pays all my rent and a lot more, and all the other good customers [Laughter]; and I was writing a little personal note to this particularly—this A-1 customer who pays all my rent and a little bit more, and apologizing for sending in a bill in the middle of the month instead of the end. The bill happened to be \$850.00. And I explained to him how fine it would be to help me buy a library on China which would help me build up my fortune, and the check did not come. And then he came in several days later. He said, "Say, you did not get my number right. I just got your letter." And this was the card index which I had just a day or two previously told a friend was absolutely one hundred per cent perfect. As a matter of fact, it was only fifty

per cent perfect because this gentleman counted just about as much as all the rest. [Laughter.]

A Perfect Card Index

Well, let me see, I have got to the 3:05 train I think now. Oh yes, here is another mistake I found in that card index shortly afterwards. I found a man marked "Good pay" who is now enjoying himself at the Riviera, owing our little shop since January the sum of \$19.42.

But, joking aside, I insist that a card index should be a perfect piece of mechanism, and I really think it is just as necessary for the little shop as it is for the big shop because there is no telling when some person will come in or some important letter has to be written, and you may think that because your clients are so few that you know them all and that you don't need an index record; but you don't know them all, and unless the card index is absolutely perfect and you can just put your finger on it at a moment's notice, there is no use in having it at all, and I should suggest abolishing it. I shall do one or the other myself. I shall get mine up-to-date or throw it in the wastepaper basket.

I contend that the card index should have in addition to the name and address not, whether he *can* pay, so much as whether he *does* pay, and also what his hobbies are. I have had very great success recently in going thru a little card index and seeing *where* the pointer, and *how* the pointer points.

Sending Out on Approval

For instance, a man came in one day about two months ago and bought a book for four dollars on Japanese prints, and I showed him two or three other books on Japanese prints and he did not want them, and veered a little towards jades and he bought them all. Well, I studied that the other night and I did up a little bundle on approval and sent it to this gentleman. It came to about \$240, and yesterday at three o'clock I got a nice note from him, and he had taken from the \$240, \$170, and thanked me very cordially for sending them to him. That little card was one hundred per cent perfect in that case.

By the way, when you have your card index perfect you can think about it with pride, but don't parade it before anybody else. When I was with the Sunwise Turn a fussy old gentleman came to me and I did not find the shop's card index one hundred per cent perfect. I rushed and got his card and carelessly did not look at it, and I said to him, "By the way, have we got your name and address correctly on here?" and handed him the card. And then to my horror I saw on this card in the handwriting of a lady—I will mention no names [Laughter]—"Pompous old party but pays promptly." [Laughter.] But it is not quite so bad a joke as it seems. It happens that he could not read a word of it. In fact, I was the only one in the Sunwise that could read this particular

lady's writing. So I knew in a moment that I was saved.

I have a card from her now in my pocket. [Laughter.] There is a word in that card—I am not sure just what it means, whether it is efficiency or effervescence. Well, two days ago, I voted for "efficiency" and wrote my first little address, and then I had that harrowing experience, and read the card again, and I decided it was "effervescence," so I am trying to effervesce. [Laughter.]

Tracing the Out-of-Way Item

Well, another jolt I got about three o'clock yesterday afternoon was when a certain man came in and showed me a book on Confucianism by Herbert A. Giles, and this was a book that I had never heard of before, and he wrote it three years ago, written in London, and I had never seen the book or heard of the book, or sold it, or bought it before. I was a little confused when I found that the traveler had not heard of it and, in fact, did not know who Giles was. Then I rushed to the publisher's catalog and I found that they did not have the book indexed under Giles; they indexed it under some title of a series. So far as I know not a copy of this book been distributed in this country, and I had my ad ready for *Asia*, and I was just in time to squeeze that book in as a new book, and it was quite a delight to all my clients to get this new book. It bore the date 1917. Whatever blame may be attached to the publisher, I feel more to blame than anyone else because any small shop that pretends to be a specialty shop is and should be the court of last resort. People come to me continually and ask me questions that I could not possibly answer in a thousand years. The first few months I used to say, "It is a very hard question to answer." I have quit saying that, and I give an answer. [Laughter.]

A Soft Answer

I was in the English army during the war. We had an old colonel, and had a terrible time with him. He used to put everybody under arrest, and everybody was in mortal fear of him, even the officers. One day I found out the great secret. It was, whenever he asked you anything, you were to answer instantly. [Laughter.] So a day or two later the old fellow came along. I was a bombardier. He said, "Bombardier! What are the men doing with those tents over there?" I did not know. It was none of my business any more than it was the business of some one here. I said, "Those tents are being taken down to be dried. I think they are a little wet inside." A couple of days later I was recommended for promotion.

How is the small bookseller to know the good things that are to be had in his particular line? Well, a small book shop has either one of two things. It either has general literature and specializes in the sense that it gives the best of the books that it carries, or it specializes in one field of literature.

My specialty is a peculiarly narrow one, you may think. Of course, it is a tremendously broad one when you get into it; that is, the whole literature of the East.

Developing a Specialty

I don't know of any way to be informed except to read all the publisher's catalogs and keep your eye open for anything connected with your specialty. I have read them all in the last few years, and I thought I had checked up everything of true interest, but I have perhaps got only half of the things that are of interest in my field. I had a young lady to assist me, and on one page she missed eighteen splendid items on the East, and then checked off two books because they were *India* paper. [Laughter.] But I have included all of Giles, and if you will look at next month's *Asia* you will find it has a new book, and I have all the honor of drawing your attention to it, but it was just a piece of sheer luck.

Of course you know the publishers just simply cannot know what they publish because their assistants do not read books. [Laughter.] I could make out a very long list of the books that I have drawn to the attention of their publishers. For instance, a book on Japanese architecture, a certain publisher was very pleased to know that he had that book. As a matter of fact, he had never seen the book. And he is very grateful to me, and I can put him off when I want to a few weeks on my next bill. [Laughter.]

Another publisher has so entirely forgotten a certain book, it is not even in the catalog, and I am buying that book from him and reselling it to the trade. I called up the publisher to find out how many copies he had. They have a card index, but they have this book indexed under the wrong name, and the girl at the 'phone said, "No, we have no such book." (I asked her myself.) They had eighty-seven copies that sell for \$6.00, and I think I have had fifty-five of those copies, and the rest are waiting for me. [Laughter.]

Now, all these are illustrations that a man in a small shop, yes, a small man, too, of reasonable intelligence, who keeps alert and attracts people, who wants good things, pretty soon knows more than the man in the biggest shop on earth. He knows more for the simple reason that what he does know is in one brain instead of being among twenty brains.

Small vs. Large Shops

I don't pretend that I know half as much as lots of people in Brentano's, but I give the impression of knowing ten times as much. Supposing there is a certain policy decided on. How can you possibly drill sixty or seventy people into the same final expression, saying how much they enjoyed reading a certain book? It is impossible.

We had a lady the other day coming to our shop. She asked for a book—I will call it "The System of the Siamese." And, oh, she said, she was so delighted to find that book. She had looked for it in some well-known book shop and could not find it, and

the clerk had never heard of it. And so I sold her the book. She has become a regular customer, and she says that she does not like shops that do not have the books that she wants. But the joke of the matter is that that particular firm that she first went to publishes the book, and the author of that book is in their employ and has been for ten or twenty years. They publish the book, they employ the author, and they tell this lady who is now a good customer of mine that they know nothing about it, and nothing about any other books, and I should say, "Score one for the small book shop." [Laughter and Applause.]

Speaking of the sport of finding a book that the publisher does not know about, the other day I went into Mr. Kennerley's establishment. I had a copy of a book—by Noguchi—Lafcadio Hearn in Japan—and I found there was a few more in his store, so I bought them and left a few there. I left about another dozen. I guess they are there yet because I have since got some from the east. Mr. Kennerley came into the shop the following day and he saw I had this book, and he said, "I imported that about ten years ago. That is getting to be a very rare book. How much is it?" I said that I had been selling it at the old price of \$2.00, but I was just raising the price to \$3.00. He said, "I will give you \$3.00 for a copy." [Laughter.] So I sold it to him for \$3.00. And here is the final part of the joke. I got my check before I paid him. [Hearty Laughter.]

Keep Up Advertising

We get to the question of advertising. I believe that every shop, no matter how small, should advertise. I suppose I am prejudiced. I used to run a country newspaper, and everybody did not advertise, and sometimes when they did advertise they did not pay, and sometimes they paid in patent medicines and cord wood and all the rest of it. But I don't think there is a small shop that is so small that it cannot afford to advertise. On the other hand, I think the ad should be more or less in physical ratio to the size of the shop. I made the mistake of contracting for a full page in *Asia* for six months, and in a sense the ad looks bigger than the shop, but you should see the people coming from the Far West to visit this great place Orientalia. I think our shop is thirty feet long and twenty feet wide, but it does not look it.

Well, I overdid it. Of course, it has been the making of our business, but I suppose we have lost two or three hundred people by not answering their letters as we should have, but I am learning fast. The main thing is that I have a specialty which it would have taken ten years to put over without advertising. It has been put over fairly well now in less than ten months, about one hundred per cent better than I thought it would be. By advertising I don't mean in newspapers only. I mean by letters, multigraphed or typed. I find everyone of them pays, especially if they are intelligently got up.

Now, I was speaking of Giles. I have probably on our list of one thousand selected names 250 that have one or more copies of Giles, and of those 250 people probably half are ready to buy one or two more of Giles. And that is one of the awful thoughts I had when I was leaving the shop yesterday, that there was a multigraphed list half ready, and a thousand envelopes all addressed that should have been out a week ago. They are going to be out very soon. I made a solemn resolve last night that they would be out next Monday morning, for there is an absolute certainty of a sale of three or four hundred copies in the next three months by putting out that list, and the entire absolute extreme ultimate cost, including time and everything else, to me, could not possibly be more than \$75,000, probably not more than \$50.00 in that particular case.

Sending Book Lists

Well, in a similar way a list can be twenty-five typed sheets, ten typed sheets; in several cases I only put out three or four because I don't believe in having too many of a list go out, especially if it concerns an out-of-print book. I don't believe in having a lot of checks come in only to be returned to the sender. In fact, I am not sure myself about the advisability of returning them. [Laughter.] So I have put out lists of four and five and six, and sold ninety per cent from the lists. I have been trying in my mind to think how you can adapt these small lists to the small town, because I have lived half of my life in small towns. And I thought of such names as Galsworthy and Conrad, and Hudson the naturalist, or Susan Glaspell, or Lafcadio Hearn, or perhaps some other names that would appeal to perhaps a dozen people in your town, and they have started in on those authors—four or five or ten books—and you know all about it because they have been in your shops and talked to you about it, and there is no one to point out to them what delightful things he has written before this book that they have read. I think of all the easy things in the small book shop—and they are not many—I think the easiest is to sell to a person, who gets enthusiastic about an author, what that author has previously written, and it just needs a little letter listing the works which he has previously written. Here is a letter that I write:

"Dear Madam:

"There have been so many calls recently for Nexö's *Ditte: Girl Alive*, that we have decided to stock all the author's important earlier works. Please drop in and look them over or let us send them up on approval. We know how keen you are to get the best European fiction and had you specially in mind when we ordered this author."

Now you think that you cannot compete in that kind of thing against the big concern with the catalogs. Now, can't you? That lady has perhaps written to the publisher or to the big store and this is the kind of letter she has had:

"Dept. X42—No. 623."

"Please use number in replying."

"Dear Madam:

We beg to acknowledge your favor of the 10th and in reply would say that our complete catalog is being mailed to you. For books on fly-fishing please see pages 92 to 107."

"We beg to remain,"

In a certain shop in New York the other day—this letter may be fiction, but now I am going to tell you a fact—a certain girl in a department book shop used the term "Sacred Cooks of the Feast" when she meant "Sacred Books of the East." That is a fact. Now, I am not blaming that shop. They are just simply working with human material, and they have so much human material that it took time to weed it out before that girl was discovered and sent to a gum-chewing factory. [Laughter.] But I'd like to know how many people that girl has antagonized in the few days she was there.

Now, these are tips to the small book shops, but I suppose incidentally to the big ones, but I don't care. [Laughter.]

When Out of a Favorite

One other shock that I got just before I left yesterday with a perfect feeling of confidence about how to run a small book shop was to find that besides that book of Giles that I never heard of, one of our very most important books and a splendid seller, namely, the Koran, was out of stock. Now, the only book shop in America that deals exclusively with books of the East, as we advertise, to be without the Koran is indeed a calamity, and it was a particular fatality in our case because we are just around the corner from the New York Bible Society, and every once in a while a lady comes in, and I say lady, because it generally is a lady [Laughter], and she asks for a Bible, and I say, "The Bible Society is just around the corner, but we have the Koran, ma'am, or the Bhagavad-Gita," and it made us all feel badly to find that our Koran was missing. That was about the most crushing blow yesterday, and still there were one or two others.

As to Stock-taking

I got a new bookkeeper the first of last week, and I told her that I wanted her to follow my system—and I see somebody smile—and I said, "Now, I think you will find the bank balance is correct, and I am sure you will find I had a record last year of not making a mistake in the balance." Well, the questions that that girl asked me between one p. m. yesterday and six nearly made my hair stand on end. To begin with the bank, she found a very serious mistake, a very pleasantly serious mistake. Now I am not going to say how much because there may be some publisher's spy present, but it was an *extremely* pleasant serious mistake. But after all these questions she said, "Now as I understand it, you took complete stock in April." Well, I said, "Not *complete*, you understand." And then I got away.

Of course we know that every shop should take stock completely, and it should have its bank balance so that you know just to a cent how you stand, but as a matter of fact there is not a small book shop that ever did it or that will, and the large ones do it by simple manipulation, and, by what they call in the army, whitewashing things.

But, nevertheless, thru all there is a kind of efficiency we can pretend to have. In spite of the fact that we run our shop on individual lines, and that we are more or less the victims of all the good busybodies who want to come in and tell us their life histories in connection with books and take up four hours time and buy what there is forty cents profit on; in spite of that we can retain our individuality, and we can retain our confidence. And, by the way, when I speak of enthusiasm in books I mean enthusiasm that is under proper control, if you understand me. And we *do* read books. Of course we pretend to read a lot more than we do, but we do read books. It is an educating profession, and we don't go bankrupt.

Now, if the small book shop, as I conceive it, fulfils its destiny, it will remain small. If you get too efficient you get big. If you get big, if you don't get bankrupt, you get ignorant; and one is just about as bad as the other. [Laughter.] But I thought twenty-

four hours ago that there was such a thing as efficiency in a small book shop. I don't think there is in the way we are told. I know I have worked in the last nine months about sixteen hours a day, and I have not added any more columns incorrectly than I could help, and I certainly attended to all the things I could possibly attend to, and I have had the most wonderful assistance, and I have done what the average human being could do with a tremendous amount of enthusiasm and quite some knowledge behind it, and several helps of a peculiar nature, such as a partner who is traveling in the East, who is doing wonderful things for my shop, and in spite of that, I come from a very inefficient shop.

And my last word to the small shop is if you have any mental stock-taking, such as mine yesterday, do not be too badly discouraged. [Hearty Applause.]

PRESIDENT HERR: Mr. Melcher has a report on the balloting in the Booksellers' Fellowship.

MR. MELCHER: At the President's suggestion my talk on the Co-operative Advertising Campaigns will be put into the afternoon program, as the morning is so far gone, and I hope that there may be considerable discussion and suggestion at that time.

The Award of the Honorary Fellowship

MR. MELCHER: As the discussion of the co-operative book publicity efforts of the past year ought to take the form of a "responsive service" with as much from the pew as from the pulpit, I should be very glad if you would read by this afternoon what is my report, printed on the brown folders in the chairs. It is my formal report on what has happened since we all went aflame in Philadelphia a year ago, and I want your reaction on it. As my function is only that of transmuting into action the things that this association wants, and in which you take part, if you have looked this over by this afternoon we can put more time into the discussion and less into my report.

And now, I have the other part of my responsibilities in which I should like a moment for introduction, in order that we may all understand just what was intended by our vote a year ago to establish an Honorary Fellowship of American Booksellers.

In the first place, as there might be confusion in the two amendments adopted to our constitution last year, let me explain that we also have Honorary Memberships as well as Honorary Fellowship. The honorary memberships are intended to give a means by which this Association can honor itself by electing to membership those outside of this profession who by their work and by their inspiration and by their writing have forwarded our work of bookselling. To have their names connected with ours is a pleasure and privilege to us. You will remember under that plan

we elected as the first two honorary members outside the profession Edward Newton and Bessie Graham, both of Philadelphia, the provision being that there should be only two elected each year. Besides that, we provided that former executive officers, retired from the business, should also at the will of the convention be elected to honorary membership, and at that time several names were proposed and elected.

This other plan for a Fellowship, that was proposed and carried at the same time, bore a slightly different intent and significance. We have for some years discussed the possibility of being able to give some recognition to good work in the field of retail bookselling. We know that in other lines of work and in other professions, there is the opportunity, by degrees awarded or recognitions of that kind, to say that this person or that person has signally served the trade or profession to which he belongs. In bookselling, however, it is impossible at present to establish any standards that are easily laid down. We cannot say that there are some among us who should belong to an Honorary Fellowship because they have a degree from this school of bookselling, or that long term of experience.

It did seem possible, however, to those who have talked it over, that there might be planned some way of bringing up the discussion of what standards of good bookselling are, and of gradually developing an opportunity to recognize those among us who undoubtedly

have held to high standards of bookselling proficiency.

With that in mind the committee to which was given the task of providing for some such recognition, adopted the plan of which you received the first concrete announcement about three months ago. This Honorary Fellowship of American Booksellers is not intended to be a separate organization with officers. It will simply be a selected group among us, and, by adding five to the list each year, we can gradually make up a body of those who have served well the profession which we value so highly.

It was provided that the machinery was to be simple, that in January the committee should send out to the book-trade, either those who are members or anyone who would be interested, a blank on which the person receiving it could nominate some one for this Fellowship. It was asked on that blank, that they first tell briefly the particulars as to the nominee's business career, and then to give some reasons why he should be considered worthy of a place in this Bookselling Fellowship.

The committee received back fifteen nominations. I know that you wonder why a score of others were not nominated, but it was because you thought the *other man* was going to do it, and the *other man* thought you would. In all things of this kind, that invaluable thing, initiative, has to be taken by some one.

The committee was, however, very much pleased that those names that were sent in represented so wide a range, so that all of you I am sure had a chance to vote for those who typified your idea of good bookselling. The list included those who had served a half century, and those who have served a few years; those who have built up strong and well recognized stores, and some who are just pioneering into the new fields. It seems to me that a nomination was an honor in itself which we were very glad to see conferred.

Now, when the committees had arranged the nominations, and the ballots went back to you, we had a very quick response, a vote that showed that people were much more used to voting machinery than nominating machinery. I had those ballots mailed here because I thought there would be a certain value in giving you up to the last minute to vote, and when the mail was in this morning I made the final checking up, so that we could make the announcement at the meeting this morning.

I think all will understand why the number to be elected each year was restricted to five. While we all know one hundred deserve honors from us, if we tried to elect everybody in one year then there would be a feeling that those who were not elected had been for some reason overlooked and slighted. But with this very small number of possible elections as for the Hall of Fame those who have not been nominated this year will say. "I, too,

like Whitman, will some day be recognized for my merits."

[Laughter.]

With this introduction and explanation I will read the names of the five who have received the highest number of votes this year out of 190 votes cast. I feel that it represents the real feeling of the membership. This voting was done only by members, altho the nominating could be done by anybody in the trade. We have had certificates, which we think will be of permanent interest and value to those who receive them, carefully printed on parchment and signed.

Of the five who were elected—three are at the convention. I only hope they are in the room. I should like very much as I read the names to have those who are here rise. The certificate reads: "*This is to certify that the American Booksellers' Association, founded in 1900 has elected on May 10, 1921, Charles E. Butler of Brentano's, New York.*" [Prolonged applause. Mr. Butler rose acknowledged the applause and received the engrossed certificate.]

MR. MELCHER: "To the Honorary Fellowship of American Booksellers, founded in 1921, a Fellowship instituted to provide a means by which the American book trade might honor those of the profession who have raised book selling to a high level of proficiency." Signed by the President of the Association and the Chairman of the Fellowship Committee.

George W. Jacobs. [Great applause. Mr. Jacobs arose and received his certificate of election.]

William Harris Arnold. [Great applause, and Mr. Arnold is welcomed to the Fellowship.]

MR. MELCHER: The other two are at a distance, and it is my suggestion that we might telegraph to them.

J. K. Gill of Portland, Oregon.
[Great applause.]

Joseph M. Jennings, the Old Corner Book Store, Boston.

[Prolonged applause.]

In conclusion I would say that the nominations for another year will be open in January, and of course those who have now been nominated this year be renominated. Thank you.

[Applause.]

PRESIDENT HERR: In the final address of the morning's program there has been a substitution of speakers. Mr. Hopkins has been unable to come, but he has sent his Field Sales Manager to speak for him, Robert Porter, who will speak on the booksellers' advertising problems. We feel more than happy in having Mr. Porter with us because we know he will bring to the booksellers' advertising problem some new viewpoint. Mr. Porter.

[Applause.]

Advertising and Publicity as Aids

The Booksellers' Advertising Problems

By Robert Porter

The Columbia Graphophone Company

MR. Hopkins asked me to extend you his regrets because he could not be here this morning. At the last moment he was called to Chicago to attend an important meeting of the Music Trades Industries. It was only on short notice that he asked me to come down. Mr. Hopkins is one of those inspirational speakers who every time he speaks bats out a home run. If I can get first base on four balls, I feel I will be doing all right. [Laughter.]

Music and literature traveled pretty much hand in hand in the old days. To-day they are traveling more hand in hand. We have a lot of book-stores which are handling phonographs and records to-day.

There is one subject that is of very much interest to-day. That is the subject of "The Bubble Book." I am going to take that as an illustration to show you some of the merchandising ideas which have moved phonographs and records also have moved books. "The Bubble Book" is a little book that sings of fairyland, and of all the strange inhabitants that are dear to the child's fancy, and it makes them stand out in real life, accompanied by melody.

Beginning With the Child

We know the way to the mind of the mother is thru the heart of the child. If a child comes into a store and is happy, it stands to reason that the mother is in a better frame of mind to buy. How many sales have you lost because that little child tugs against the skirt of the mother, and says, "Mamma, mamma, come on home. I want to go home. Mamma, I want to go home." And then and there that sale that you pictured in your mind is gone. Now there are a lot of sales that are lost due to the fact that a little point like that is not observed by the merchant, because he doesn't realize that the way to sell goods is to keep the customers in a happy buying frame of mind when they are in the store.

Out in Indiana there is a dealer who has specialized on the idea of appealing to the child's nature. He has decorated in the rear of the store, a small room with little white chairs and a little table, with pictures, Peter Rabbits and everything else to make the child's heart happy. A little phonograph stands by ready to make the "Bubble Book" sing. When mother comes into that store, the clerk very graciously invites the little child back to that room while mother goes about her shopping, because she knows the child is safe. It stands to reason that the mother also is going to buy more, and at the same time there is going to be a sale of "Bubble Books." When that child walks out of your store with a "Bubble Book," the first thing which is going to happen is that there is

going to be a "Bubble Book" party in the neighborhood, for when we see somebody having a good time we want it too, and the first thing you know, all of the children in the neighborhood are dragging their mothers down to your store to buy some more books. You can no more seal the lips of a living child than you can destroy the life of the sunbeam.

How Others Plan Ahead

To-day the Fisk Tire Company has what are known as Fisk Bicycle Riders throuout the country. Those bicycles have a banner flying from the handlebar, with the word "Fisk." Across the cap they have the word "Fisk." The riders have a little house organ with the word "Fisk." It costs a lot of money to operate a thing of that kind, but it is being done for the simple reason that if the word "Fisk" is driven into the mind of the child when the child grows up it is going to buy Fisk tires for its automobiles.

The Winchester Repeating Arms Co. have an organization known as the Winchester Junior Rifle Corps, which is located all over the United States, the idea being to train the child in the right use of marksmanship and fire arms. They know that when a child grows up he is going to continue in the use of those products. He is not going to take up some other sport possibly to the exclusion of rifle shooting; with the result that the Winchester Company can rely in the next five, ten or fifteen years on the sales that it will get from this merchandising work.

While those are two national institutions, there is not a merchant here who would not like to impress upon the minds of the children of his neighborhood the personality of his store, for, as somebody says, "The way to do it is to get them young, and you can start in at the bottom and build up."

There are two big points to remember: The first is to attract the parent thru the child; and the second is to impress upon the child the name and personality of the store in order that as he advances from childhood into manhood, he gets the habit of going to your store.

Getting the Larger Sale

To-day we have talked a lot about readjustment. It is a serious problem yet. We are trying to answer to-day's problems with last year's answers, and it is not coming fast enough. To-day's conditions demand that there be new methods installed into merchandising in order that the so-called tendency on the part of the buyer not to buy may be overcome.

There is out in Pasadena, California, a small jewelry shop that I stepped into some

time in February, which I believe is alert to to-day's buying conditions. As I stepped into the store, I noticed that the window was very nicely trimmed, the store was neat and clean, and there seemed to be a nice personality about it. While I was talking to the jeweler, a young lady same in and said, "I'd like to see some pearls advertised in the show window at \$27.50." The merchant reached down into the counter and brought out a handful of pearls and laid them down, and then walked back to the rear of the store. Tho I thought this looked like a live store, I thought that sale was absolutely killed. But the merchant came back with a beautiful little velvet box with the pearls nicely displayed, and handed it to the young lady and pointing to a mirror to the right, said, "Try them on." And she did, and she bought not the \$27.50 pearls, but the \$42.50 pearls. Now, her mind was made up when she came into the store, to get a string of pearls for \$27.50, but she had no idea how much more beautiful the others would look. Consequently, when she came in and put those on she had no thought of the \$27.50 pearls that were not even described. He did not discuss them a moment. He just gave her exactly what she asked for and went on with the rest of the sale. There are principles in every line of industry to-day that are working out as a success which could be applied to our own line. The question is, where do you get your ideas from? By your being on the alert to find new ones.

The Plus Sale

Five years ago the Columbia Graphophone Co. was a poor second-rater. To-day it occupies the first position in the music trades industry for the simple reason that there is an old saying that precedence is the hiding place of cowards.

Now in fifteen years we have contributed a great deal to the industry, but while we take great joy in being original, we take greater pride in being practical. A practical thing to do is to install into your business any idea which is working for some other merchant. It has to be good. It has to be fitted. It has to be applied.

Out in Kansas City I stepped from my hotel to the drug store to get some toilet articles, and I said to the young lady, "I'd like a can of Williams' Lilac Talcum Powder." She said, "Yes," and she reached back and put it on the counter. She turned around without saying a word then and put down a can of Colgate's. I naturally picked it up. She then turned around and said, "Here is another which is selling well. I think you will like it." Naturally I had put the other cans down while I held this one. The minute I picked the third one up, she withdrew the other two and put them back on the counter. [Laughter.] And she brought forth Ed Pinaud's Lilac Vegetal Toilet Water.

Now, if you get the operation you will see that it was a skillful piece of work. She just took those two cans away and put forth her own brand. The moment she did that, she knew I might not be pleased, and so she

brought forth that plus sale, a nationally advertised article, Pinaud's. Now, she heard the word "lilac," the operation was complete in her mind, and she held her own brand up, and to balance it she also held up Pinaud's.

That is the plus sale. It is done artificially. When a person goes into a store to buy, it is for us to serve him. If your clerk's don't understand the process, the selling method of plus sale, I believe that is the first thing you ought to teach them. It is an absolute fact that twenty-five per cent. more merchandise could be sold in stores to-day if the retail



W. S. MCKEACHIE, SECRETARY OF NEW YORK BOOKSELLERS' LEAGUE, AND W. M. MCINTOSH OF OXFORD UNIVERSITY PRESS

clerks only understood the plus sale. Why is it when you go into the haberdashery store to buy a collar you also walk out with a cravat? Why is it that a railroad office sells you accident insurance? Why is it that the Standard Oil Company will sell you an oil lamp and also an oil stove? It is the plus sale, and there is such a small amount of resistance between the thing they want and the plus sale. Now, the young lady did not stand there fixing her hair, or say, "We sell a lot of them and I know you will like it." The sale was concluded the moment I asked for it. Her mind was alert and she started a process to close the sale. It is the plus sale in business to-day which will stimulate busi-

ness twenty-five per cent, but we have got to work out individual methods of applying the plus sale.

Another point in merchandising to-day is, do your windows loaf or work? Coming in from the coast I stopped in Spokane. I talked to a merchant there, for it seems to be my job to talk to about six thousand merchants in the United States. I am the point of contact between the merchants and the executive office, and what they don't give me in abuse, the executive office does. [Laughter.] We stopped in front of this fellow's store and I said, "Well, how is business to-day?" "Very quiet, very quiet." "Well, why don't you get more people in your store, and have it pick up?" He said, "There are the people, and there is the store." And a salesman who was in the corner said, "No wonder they don't come in. Look at the window you have there." "What is the matter with the window? Isn't it clean? Don't I display the stuff you people send to me? Just look at it." Well, the fellow said, "Your window is dead wrong, absolutely dead wrong." "What would you do?" That is always a nice way, whenever a salesman comes in to tell you how to run your business, ask him what would he do, and, when he tells you, say, "Old man, here is the cloth, and here is a bucket of water," and get him to wash the windows. That is the easiest way that you can get it done. But at the same time it takes a little pep out of him.

Stopping the Passer-by

And this chap said, "Take an Al Jolson picture. Have you got any?" The dealer said, "Yes, I have about twenty-five or thirty of them." And the young chap said, "Well, place Al Jolson's picture in the window, and put a big sign across the face of it saying, 'Al Jolson gets \$6,000 every time he makes one of these records,' and then go up to the bank and get six \$1,000 bills, and put them in the window, and get two cops off duty to stand in front of the window. It stands to reason that a crowd coming down the Avenue will stop to see the officers. If they don't do that, they will stop to see the six \$1,000 bills, and they will get the idea of value." Well, he carried it out, because the idea of having those six \$1,000 bills was a new stunt, and there is a saying that money talks, and so the people came in and they bought. From that time on, I think that merchant who has been in business for a long time has a different idea of the value of his window as a means of building sales.

Take that same idea and apply it to books. Take a picture of an author or a certain book and center it in the window. Take twenty-five of that same author's books, open them at the illustrations or place a rubber band in the book so that a person coming into the store will read one page. Have streamers in your window bearing quotations from that book. What would be the result? The average person coming down the street, stopping at this store, will get an impression of that book that he will carry home with him.

The difficulty with the average window to-day is it is too cluttered up. We throw it all at them at one time. We should take a window and drive over one idea at a time. It may be that you will have to trim the windows two and three times as often, but it will pay you and will establish the personality and identity of your store. You will create in the average person's mind a desire to go to your store. *How many people pass your window a day? How many stop and look at the window? Of those who look in, how many go into the store? Of those who go into the store, how many actually buy?*

Now, there is an absolute relation between the number of people who pass your window and the number of people who go out of your store with merchandise. If you don't know the figure, find it out, then try to raise that figure.

Are the Clerks Qualified

The retail sales clerk to-day has got to get under the load. Down in Asheville, Tenn., a young man walked into a photography store, and said, "I'd like to see the proofs of my picture." The young lady gave them to him and he said, "I am not satisfied with them. I look like a monkey." She said, "You should have considered that before you had your picture taken." [Hearty laughter.] It often happens that way tho. The thought that I want to register is, whether you have one or ten salespeople, don't overlook the chance to teach them. It is surprising the number of people that have been in retail stores for a number of years and to-day are not competent to wait on the trade. They don't understand the lines. They don't know how to greet the customer, or how to present the goods to the customer. They don't know how to work in the plus sale. They don't know how to build in that customer a friendship that will last for a long time. Now the only opportunity that you have of selling merchandise in larger quantities than you ever have is thru your retail clerk. If every retail clerk were as qualified as you are, the chances are the business would be much better. You know unconsciously down in your heart that that is absolutely so. Your only opportunity to meet your trade is thru your clerks. Give them the benefit of your experience. Give them the opportunity to read the publishers' and the manufacturers' descriptive matter. Encourage them by premiums or some other method to become better salesmen, and you will find that the business will pick up and go ahead. There is a wonderful opportunity to-day along that line.

I often think that the business in a store becomes monotonous because we are in the same store and we are just moving along and we see the same merchandise. We don't change it often enough. We don't try to attract attention in the right way.

To-day there are what we term "the fighting optimists." There are a lot of business men that are joining the ranks of the fighting optimists, and a fighting optimist to-day is the

man who is taking generous doses of hard work in order to remove the symptoms of hard times. There are three words which should be the basis of every retail house policy: The first one is "inspiration," and the inspiration of to-day's merchandising is "Let us beat yesterday." The second one is "concentration"—"Let us dig deep and find some real ideas which will absolutely move more merchandise. Let us concentrate." The third thing is, if you will pardon me, "perspiration"—"Let us work just a little harder. Let us move the stock just a little quicker in order that the overhead does not go higher, and let the sales become bigger."

Talking along this line, in Indiana about two weeks ago, after getting all thru with it a merchant said, "Mr. Porter, that is fine, but I will tell you, I have made a good profit in the last three years and I think I will break even this year, and just let her ride. I think I will withdraw my advertising and will cut out the window service, and let one of the clerks go. I am just going to ride easy until times change."

I said, "Old man, remember what Tad says, 'To rest is to rust.' You may keep the profit of the last three years. You may break even this year. But if you don't work harder than you ever worked in your life, you are going to lose two of the most valuable things that any business man has. You are first going to lose your aggression. You are going to lose your courage. You are going to lose your enthusiasm. The second, your competitor is going to swallow you up." They say that it takes a rough sea to test a captain's skill. What are you going to do? Sneak home to port, or are you going to put up a big storm sail and sing out your orders to the crew below? Even a barnyard fowl knows and has taught us that when the worms are scarce the chicken starts scratching harder. [Hearty applause.]

PRESIDENT HERR: I think the convention has been favored with a most unusual talk again this morning as we were yesterday afternoon. When this meeting adjourns it will be to start the program at 2:30 this afternoon. The meeting is adjourned.

Afternoon Session---Wednesday, May 11th

PRESIDENT HERR: The meeting will please come to order.

The people on the program this afternoon are so important that I don't want to have them start right away until we have more here, but in the meantime, as we have been short of time for discussions, for ten or fifteen minutes I am going to keep the session open for discussion. I wish some of you would get up and discuss some of the papers we have had so far, and give the people here the benefit of your good ideas.

Now, don't hesitate, and give us two or three minutes of something snappy. We have now ten or fifteen minutes, during which time I should like to have a little discussion from the floor.

MISS GOLD, of the Vir Publishing Co., Philadelphia: It seems to me that we have not quite touched the crux of the theme which the convention is considering; namely, how to make a reader out of the non-reader.

One of the speakers alluded yesterday to the very successful advertising which has put over the O. Henry set of books, and as I recall that advertising, it is so skilfully done that it is withdrawn in a moment of suspense, and then you are referred to the book to find the secrets.

Now, I keep house; at the same time I am a business woman, and thru the portals of my kitchen has gone the usual procession of maids. I have been surprised at how many of them will take an evening paper in Philadelphia because it is running a continuous story. I was impressed by the fact that so many of these maids of mine would even get me to save the papers in case of their absence for a few days from home.

I think perhaps it is an old psychological principle just put into new form. Thirty-five

years ago in Philadelphia everybody went to market. We did not have at that time the provision shop, so we used to go to this wonderful old market house, and on a Saturday morning at many of the entrances, usually at a corner, and sometimes at all four sides, stood a distributor of the family story paper. Now perhaps not all of you are old enough to remember the family story paper, but I remember Laura Jean Libby's stuff was always published in it, and the first number of her particular story was put up by these paid distributors, and of course it seemed invariably to stop when the girl was being pushed out of the wonderful mansion into the snow storm. The snow storm always seemed to be there. The family story paper sold for six cents. I used to take it home and offer my six pennies in order to find out the rest of that story.

A woman told me recently that she was going to save up Wells' "Outlines of History" for her summer vacation because to her it was much more interesting and more thrilling than a novel. Of course, it would not be possible for us to buy newspaper space in order to put down perhaps a chapter or so—that would be impossible—but if the O. Henry campaign was so successful in its results, isn't it because of the application of this same old psychological principle of stopping the story at the moment of suspense?

The point that I wish to make about trying to make readers out of the non-reading public is that if our advertising had that appeal to the type of mind that belongs to the ordinary housemaid or cook, wouldn't it be possible for the publicity men to elaborate that idea and help get it across? [Applause.]

MR. CONOVER: One of the speakers touched upon an important idea this morning when he

spoke of the child. Really, that is where you have got to begin; that is, you don't have to go back two generations to make readers, but you can begin with a child that comes into your store, if you are minded to be a little patient and if you like children. If you don't like them, you won't be bothered with them anyway, and if you don't like them don't try to fool with them because they can see thru it, and if you think you can bluff them you will find that you are mistaken in a very short time.

I found that out because I had the best preparation for a bookseller that a man can have. I taught school ten years before I entered a bookstore, and do you know that people are just children of a larger growth? The same principles that I put in force with my pupils in school I practice still in my store, and there is not a child that comes into the store now, but that I try to make friends of him at the very start. I am now selling books to the grandchildren of the children I first began with forty-two years ago, and they have come right along because they have wanted to come to Conover's. Why, the little ones have come in with their mothers, and if they were a little impatient, while the rest were waiting on the mother, I quietly went around and picked out one of our picture books and showed it to them and got them interested. While the mother was attending to her business, I was attending to mine by making a future customer of that child.

Now, that is one of the things that I want to speak on because it is really a valuable suggestion that I have put in force.

And then there is another little point in selling a book and that is making something of the book. And if you will pardon me, I will illustrate my illustration. I have a sense of humor. Well, I have a book that is a humorous book, and I ask the people sometimes when they come in what they want. Oh, they want something that will liven them up a little. Some of the folks are not very well and they want to read something that will liven them up, and they want something good for a person. Well, I say, "Will you like a humorous book?" "Why, yes, if it is good it will do." And then

I say, "Have you read 'David Harum'?" And they say, "Yes, we have read 'David Harum'." "Well," I say, "I have something that is a great deal better than that. There is one story in there that is worth the whole price of the book." And I tell them a few of the stories. I say, "There was an old horse one time that was retired from the track, and the darkey who had driven him for a number of years wanted to drive him once more for a certain purpose. Well, if you don't hold your breath before you get thru with that horse race, you are different from the common people." "Well, that is just what I want," they say. That book is "The Bishop of Cotton-town."

There is this thought, too. I say, "You take that book and if it does not prove equal to my recommendation, you bring it back and you can have any other book in the store for it." I always make that provision. And by the way, I make that provision with a great many books taken on my recommendation, that they can be exchanged for any other books.

PRESIDENT HERR: We will be glad to have any other remarks just at this time.

A MEMBER: "The Bishop of Cottontown" is out of print.

MR. KORNBAU, of John Winston Co.: It is not out of print.

PRESIDENT HERR: Mr. Shoemaker wants to make an announcement about the aeroplane flight.

MR. SHOEMAKER: The winner of the prize, Miss Hubley, who impersonated Hannah Bye, says she would like to see the play tonight. She is not so particular about attending the banquet tomorrow night, so we will postpone the aeroplane flight until tomorrow at three o'clock. The starting point is at the inlet down by the lighthouse. If any of you want to join her in the flight, or want to see her departure, she will be very glad to have you there.

PRESIDENT HERR: Mr. Melcher will now proceed with his report.

A Year of Co-operative Experiment

By Frederic G. Melcher

*Chairman, Year-Round Bookselling Committee; Executive Secretary,
National Association of Book Publishers.*

IF all of you have not got copies of my printed report that were distributed this morning, we have some additional copies, and I should like to have everyone of you get one. I don't often write out what I intend to say to a convention, but this so directly belongs to this convention, there is so much that pertains to the whole body, that I feel it ought to be fully and promptly in your hands for your consideration.

This is not a speech with recommendation of

an idea. It is a report of a program started at our convention, virtually a report back from a standing committee of the American Booksellers' Association, because at the great Philadelphia convention an idea was thrown into the arena by Mr. Keating, Mr. Doubleday and Mr. Herr, and before we got thru we felt we had hold of something that would keep us busy and might mean a great deal.

As Mr. Herr pointed out in his presidential address, we are this year come of age, and the

characteristic of coming of age is feeling that we are able to have strength to step out and do a thing with a new vigor that perhaps was not appropriate in the earlier years. Very fortunately, there is something for us to step out and do just when we have come to that age of real vigor.

Fundamentally, the thing we have felt and have tried to find a way to crystallize is the idea that a book store has a far more important place in business and community life than we have been able to prove in the past. You and I have been hearing this idea dwelt on here and there from our different speakers. I have been in the corridors talking with people who in this place or that place had been getting hold of that confident feeling, that we have a business which is going to step out into a front place as it has never done before.

Now, that idea has seemed to give us a sort of objective which a group needs. We don't want to feel—none of us have wanted to feel—that we have gathered together here merely to reiterate, to strike the gong again and go away from this gathering. We want to feel that some kind of note is struck that will keep along with us, and it is because we have felt that impulse with us the year round that we feel sure that, when we talk again about putting books in their real place, we have hold of a sound idea.

When the American book-trade was gathered together at the big convention of May, 1920, among the many ideas discussed, that which captured the imagination of all those present, and which has gradually been making its influence felt in all book-selling channels, was the proposition that the publishers and retailers should join hands in a nation-wide campaign to give greater general publicity to the pleasures of reading and the joys of book ownership.

It was universally felt that never before in the history of the trade had there been so many potential readers, so many people looking to books for what they needed in instruction and diversion.

The Co-operative Advertising Campaign

Immediately after the convention a committee of twelve was formed, six publishers and six retailers, who held numerous conferences to plan how this co-operative movement could be best carried out. A program was developed by July, and a call went out for a fund of one hundred thousand dollars a year for three years to be contributed by publishers, jobbers and retailers. This fund was to be administered by the committee with the aid of an expert publicity staff capable of putting over the general idea of book ownership.

The expense of a two months' canvass was met by the American Booksellers' Association and the publishers, and an experimental campaign in general publicity was carried on as the canvass went forward. When October 1st came, a large percentage of the trade pub-

lishers had expressed their belief in the idea, but only about two-thirds of the required total was reached. The canvass of the retailers had not proceeded beyond the first request for support by mail. It might have been possible by intensive work to complete the amount among those who most thoroly believed in this form of publicity, but business conditions had so changed that the general committee believed that it was not practical to proceed with so large a plan.

Year-Round Bookselling Campaign

The National Association of Book Publishers, which had come into existence while this campaign was going forward, believed that the fundamental ideas back of this plan were sound and that, as the retail trade had shown such whole-hearted intention to co-operate in the selling ideas, some means should be taken to obtain for 1921, puzzling as it promised to be, the advantage of this co-operative spirit. With that in mind, the Publishers' Association outlined a plan which was developed into the present Year-Round Bookselling campaign, and which has been conducted by a committee of sales and publicity managers from the publishers' offices, using as headquarters the rooms of the National Association of Book Publishers, at 334 Fifth Avenue, New York. This program was rounded out after a general meeting in December of travelers and salesmanagers of the different publishers in order to get their best advice and ideas, and the final plans were the result of many conferences.

Of those proposals which had been included in the first-mentioned book advertising campaign, the idea of large paid advertising space had to be eliminated, but the plan of extending to retailers suggestive ideas based on the common program and plans for getting out, thru the general press, articles on book selling was carried forward in this new program.

The Year-Round Bookselling Plan was presented to the publishers as an opportunity for them to help the general sale of books, to encourage more aggressive retailing and to promote the sales of their own books under the stimulus given to the general book buying by this publicity.

Forty-four publishers consented to support the plan with total subscriptions of forty-five hundred dollars.

In outlining the details of the work, the office had the advantage of two years' experience with the Children's Book Week, an event which had, in 1920, reached truly national proportions. Children's Book Week had shown that the bookstore could take an increasingly important place in the cultural aspects of a community and that there were numbers of people who would interest themselves in the cause of books if it was presented in the right way. It had demonstrated that there are thruout the country hundreds of retailers ready to take advantage of sound book-selling ideas and develop locally the general suggestions embodied in such a campaign.

"Buy a Book a Week"

With this in mind the Year-Round Book-selling Committee submitted to the retailers a program of bookstore activity suitable to different seasons of the year. Material was planned in the way of posters, fliers, specimen ads, and to these general suggestions the retailer could add his own individual ideas. The name of the campaign embodied one of the real interests of every shop, that of making bookselling a year-round activity. To



FREDERIC G. MELCHER, CHAIRMAN OF YEAR-ROUND BOOKSELLING AND CHILDREN'S BOOK WEEK CAMPAIGNS

develop this idea further the slogan, which had been proposed by A. Edward Newton in the "Atlantic Monthly," was adopted. "Buy a Book a Week" suggests that book buying should be a habit and not a Christmas-alone performance as it is with so many families. This slogan quickly caught the eye of editors,

reviewers and columnists and has been echoed up and down the country.

The Program

The plan for the first six months of the year was: January, "More Books in the Home"; February, "America Month"; March, "Useful Books for Every Need," and Religious Book Week; April, "Back to Nature Books"; May, "Commencement Time Is Book Time"; June, "Will the New Home Have Books?" With each month's program there went a colored poster, streamers and a leaflet of suggestions as to how to take the best advantage of that month's program. It was not expected that a single idea would fill the month's activities but individual initiative could be relied upon to fill in the rest. It was left to travelers of those houses who had supported the movement to make the canvass of the retailer, and any bookseller who asked could have the material sent to him monthly. About sixteen hundred booksellers applied, and this material was mailed them regularly.

Valuable suggestions came in from the retailers, showing that they were accepting the program in the way it was intended, as a skeleton on which to build to suit each store.

In April, a questionnaire was sent to all.

Religious Book Week

As part of this program, but carried out even more intensively, there was also arranged by the National Association of Book Publishers a Religious Book Week in March. This plan was developed by a special committee of those most interested in the field, and a group of twenty publishers, denominational houses, Bible houses and general publishers with special religious book departments, contributed a sum of two thousand dollars to carry this idea forward. A study was made of the channels of religious book distribution and material was gathered for special articles on the place and function of the religious book. By the time March had arrived a score or more of religious papers had arranged for special issues, many stimulating articles by important writers had been widely circulated to newspapers, and denominational houses had written their ministers how Religious Book Week, March 13th to 20th, could be taken advantage of.

There has been very wide testimony to the value of this effort. General book stores, as well as those which specialize in religious books, felt the benefit.

Estimating Results

The results of general advertising and publicity are not as easy to trace in the counting rooms as the advertising of single titles and the publishers who have stood behind this effort to get new attention to books have done it with a feeling that there is a big work of general expansion to new readers to be carried forward, and that only by broad planning and co-operative effort can the widest results be obtained. General publicity has, too, a particular value when it comes to getting co-operative help from the numerous groups whose tastes and interests touch on

books, and in a number of ways the general cause of book ownership has been increased because these general ideas have been in the air. The clippings accumulated at the Association headquarters give explicit testimony to the way in which the country has taken up the discussion of the book owning idea, and the soundness of the fundamentals of this program is borne out also by the interest the campaign has attracted in fields outside of our own. The English book-trade has commented widely, and several English publishers have written over to get the material. The Canadian publishers called a special meeting to have this matter laid before them. Inquiries have come from South Africa, Australia, Shanghai and Holland.

As first laid out, the program covered six months, and it was agreed that by May 1st a canvass of the situation would be made and a decision reached for the continuation of the work. The decision of the publishers is to go ahead; and this report is rendered to this convention to ask for a continuing co-operation of the Booksellers' Association and of the Publishers' Association in keeping the general idea of book ownership and "Books in the Home" to the front.

Vacation Reading

The trade publishers are again gathering funds to cover the expense of the work for the next six months. The tentative outline will be as follows: For July and August there will be the slogan of "Take Along a Book" with posters and fliers to help the dealer make displays of vacation reading. The fact that children as well as grown-ups find more opportunity for reading in summer will be emphasized, and that there is no vacation sport which is not enjoyed more with a book, and no vacation trip which books will not enrich.

"All Roads Lead To the Bookstore"

The general idea for September and October might be embodied in the phrase "All Roads Lead to the Bookstore." It will be pointed out that from September on into October churches, schools, libraries and all other community institutions are readjusting their machinery and endeavoring to get more completely in touch with old friends and new. All these institutions should have their direct relations with the bookstore and so too should clubs which are making programs, night classes starting up in factory and workshop, and, in fact, every group that stands for instruction or entertainment in the community. Material will be provided to help the dealer emphasize the fact that "all roads lead to the bookstore," to help him check up his mailing lists, find what groups should be ready for study or reading courses, and by what method old customers could be made to start again their bookshop habits, and new potential customers be brought into the habit of bookbuying.

Children's Book Week, 1921

In November, attention will be concentrated as usual on Children's Book Week and

there is every promise that it will be infinitely more effective and valuable than ever before. Already the American Library Association has promised country-wide co-operation, and schools and women's clubs are writing for information. A special committee will be built up to take care of the problems of this interesting event. The dates this year are from Sunday, November 13th, to Saturday, November 19th.

Books as Gifts

With the Children's Book Week out of the way all attention will be concentrated on



MARION HUMBLE, EXECUTIVE SECRETARY TO THE YEAR-ROUND BOOKSELLING AND CHILDREN'S BOOK WEEK COMMITTEES

Books as Gifts, with posters and fliers and new suggestive helps for the bookseller, and with as much material and discussions possible in the general press on the importance of the book and its particular desirability as a gift. There is no reason why books should not take a tremendously more important place in the book lists of every Christmas giver when all book-trade is co-operating to put this idea before the public.

The past two years have been particularly difficult for every business man and yet par-

ticularly valuable, as they have given the alert merchant the opportunity to prove himself. The good bookstore has come thru stronger than ever, prepared to take a place as a progressive business with a recog-

nized place in the community. With the faith in co-operative effort steadily increasing, these first attempts at pulling together should mark a great step forward in American publishing and book distribution.

Practical Methods of Increasing Bookshop Efficiency*

An Ideal Accounting System for All Retail Book Stores

By De Witt Carl Eggleston, C.P.A.

Member of Firm of Klein, Hinds & Finke, Certified Public Accountants, New York

Control by Means of Accounting System

THE retail book business is peculiar in many ways. A feature which one who undertakes to make a study of the business notices, is the great amount of detail in proportion to the volume of business done. Because of the amount of detail involved the proprietor of a retail book store cannot rely solely on his memory or powers of observation to control his business. The proprietor requires a system which will relieve him from carrying in his head as much of this detail of management as possible. The first step in exercising control over the business of a retail book store is the introduction of a modern accounting system, if one is not already in operation, which is just adapted to the needs of the business. An accurate system of accounts and records is necessary whether the books are kept by the proprietor after hours, or by a regular bookkeeper. There are certain principles to be observed in the operation of an "Ideal Accounting System for Retail Book Stores" whether large or small.

Income Tax Requirements

In these days of income taxes one is compelled to keep books in such a way that he can prepare the returns required by the U. S. Government. In view of the fact that certain information is required on the Income Tax forms it is desirable that the books of a retail book store be kept in sufficient detail to permit of the returns being prepared with as little loss of time as possible. In order to be able to furnish all of the information required one should maintain a detailed analysis of all expenses. As few items as possible should be charged to such accounts as "Miscellaneous," as the government is likely to ask for an analysis of the account and this requires time which could be avoided. Care should be taken to see that all drawings of a proprietor for personal use are charged to his account and that all drawings chargeable to expense are charged to the proper expense accounts. Proper vouchers should be kept on file covering all expenditures.

Exchange of Information

If the members of the American Book Sellers' Association could agree on a uniform system of accounts and would keep their books in accordance with sound accounting principles it would furnish a basis for exchange of in-

formation as to the cost of doing business. In order to make a comparison between the cost of doing business in one book store and that of doing business in another book store it is obvious that the corresponding items of expense must be included in each case. No doubt great benefit could be obtained thru an exchange of information by members of the Association as to the ratio which each item of expense bears to the sales. In order to do this it will be necessary for the Association to adopt a uniform classification of accounts. There is no reason why the American Booksellers' Association should not do for its members what the Harvard Graduate School of Business Administration has done for the retail shoe dealers in showing the members what accounts to keep and what items should be charged to each account. After the members have adopted a uniform system of accounts reports can be prepared showing the ratio of each item of expense to sales and sent the secretary who can arrange to have them compiled and averages figured. After the work of tabulation has been completed the secretary can send out reports to the members showing the expenses in proportion to sales for different groups according to amount of business done. By the use of a system of key numbers the work could be done in such a way that there would be no way whereby information relative to any particular member's business could leak out. After receiving his report a member could compare his expense ratios with those for book sellers in his class and see wherein he has excessively heavy items. By this means a check can be obtained on leaks.

Appended to this report could be sales statistics showing how sales compare with the preceding month, and with the corresponding period of the year previous by groups. By this means each member could be kept in touch with the trend in the book business. This data could be charted.

Average Cost of Doing Business

A great deal has been accomplished by concerted action on the part of groups of individuals and firms in the same line of business. In case it develops that the retail booksellers

*This speech is being revised by Mr. Eggleston and the proper illustrative forms to accompany it are being prepared. It will be printed in pamphlet form by D. Appleton & Company, New York, publishers of Mr. Eggleston's books, who will gladly send a copy free to any bookseller.

are conducting their business efficiently and still are not making the proper percentage of profit on sales the Association will be in a better position to take up the matter of more generous trade discounts with publishers.

The salient features of an "Ideal Accounting System for Retail Book Stores" will now be explained.

Preparing a Financial Statement Monthly

The amount of business done by a retail book store is generally sufficient to warrant the expenditure of the time required to keep the books by the double entry system as explained in all books on bookkeeping. This system furnishes a means of analyzing the business transactions not possessed by any other system. In order that the proprietor may know just where he stands financially at the end of each month he should prepare or have prepared for him a balance sheet. This statement shows the assets, liabilities and capital as at the close of business on the last day of the month. When the books are properly kept an increase or decrease in the proprietorship or capital account as compared with the preceding month will reflect the profitability or unprofitableness on the undertaking for the month. If the results shown indicate that the present policy is yielding a good profit, the proprietor has nothing to worry about on the one hand, but if the results obtained from operations are not what they should be, the proprietor knows that he should look around for ways and means with which to make a better showing.

The accounts on the balance sheet should be arranged in a systematic order. On the left hand side are set down the assets (things owned) and on the right hand side are entered the liabilities (things owed). The difference between the assets and liabilities, if the former exceeds the latter as is the case usually, is the proprietorship or capital. For a retail bookseller the best plan is to list the current assets first and then the other assets on the left. Then on the right come the current liabilities followed by the other liabilities.

In a typical retail book business the current assets appearing on the balance sheet would be Cash, Accounts Receivable and Merchandise Inventory. The other assets would include such items as Furniture and Fixtures and prepaid Insurance. On the liability side the current items would be Accounts Payable and Notes Payable. Liabilities which do not have to be paid for a considerable period of time are classed as other liabilities on a balance sheet. When a banker looks at a balance sheet he likes to see the ratio of current assets to current liabilities at least two to one.

Book Inventories

In order to prepare a balance sheet monthly as recommended, it is necessary to place a valuation on the stock of merchandise. It is of course impractical to take a physical inventory and figure it at the close of each month, and so some other expedient must be adopted for those months when a regular in-

ventory is not available. The system which many of you use and which is recommended for the "Ideal Accounting System for Retail Book Stores" is called the "Mark-up on Sales" system. The system consists in applying a percentage to the monthly sales in order to ascertain the gross profit on sales. The sales less the gross profit gives the cost of sales. With these data it is an easy matter to place a valuation on the merchandise stock for statement purposes. The method of procedure is as follows: The inventory at the beginning of the period, plus purchases for period, less cost of sales, gives inventory at end of period. This is the figure to use for the merchandise inventory on the balance sheet.

There are several ways of obtaining the "mark-up" percentage on sales to use in figuring the gross profit each month. The easiest method is to base the percentage on past experience. One large retail book store has used 36 per cent as the mark-up on sales for the past three years and states that this rate does not vary one per cent from actual experience. Another book store uses 35 per cent as the mark-up.

In case any book store proprietor does not want to make use of an average based on past experience he can arrive at the actual mark-up percentage on sales as follows: When invoices for purchases are received from publishers the invoices show both the gross and the net price. By looking at an invoice for 200 books at \$5.00 less 40 per cent, making \$600.00 net, one sees that the gross profit is of course \$400.00 or 40 per cent. By providing a separate column in the purchase journal for recording the total price in addition to the net price, the average percentage of mark-up on purchases can be readily arrived at each month. It is then necessary to combine these figures with the initial inventory at cost and selling price and obtain an average mark-up percentage on stock. This percentage can then be used on the sales for the month in figuring the amount of gross profit and the cost of merchandise sold.

A separate record should be kept of "reductions" made in the selling price or allowance made when valuing merchandise to cover shop worn books. Then "reductions" are a change to the expense of doing business.

Monthly Profit and Loss Statement

By applying the mark-up percentage on sales, as explained, the gross profit on sales is arrived at. It is then an easy matter to prepare a monthly profit and loss statement. From the gross profit on sales is deducted the expenses for the month in order to arrive at the net result of operations.

It oftentimes happens that a sole proprietor will not charge the business for his salary as an expense of operations. So far as the final result is concerned the proprietor's capital will be the same, no matter whether salary is charged to expense or to capital account. However, from a "cost of doing business" point of view it makes a lot of difference. In order to obtain a complete statement of the

expenses the proprietor should make a practice of charging his salary to expense and crediting his drawing account. The amount of the salary charge should represent the market value of the proprietor's time. This method of procedure need not confuse one when preparing income tax statements. The proprietor's income is equal to his drawings plus the profit earned as shown by the books after drawings have been charged up.

It should be the practice to include in the expenses an allowance to cover depreciation on all equipment used. The most convenient method to use for figuring depreciation is to take say 10 per cent off each year on the original cost of the equipment which has worn out or become obsolete should be shown as a deduction from the original cost.

By means of the system recommended the retail bookseller is able to know his profits for each month. He should then divide the amount of his capital investment as shown on the balance sheet into the net profit for the month in order to obtain the yield on the investment. The profitableness of the undertaking is measured by the rate of return of the investment.

Stock Turnover

Whether a store has one or several departments a record should be made of the rate of stock turnover. By this is meant the number of times the stock is sold, on an average, in a year. The rate is obtained by dividing the average stock of merchandise in a department at *selling price* into the sales. If this is done monthly the rate when obtained is stated on an annual basis. Thus the rate of turnover in Department A may be 3 per annum, in Department B, 4 and so on. The stock turnover rate is a sort of index of efficiency. According to the margin of profit available on different lines there is a minimum rate of turnover below which it is unprofitable to do business. Some department stores claim that they cannot afford to carry a line unless a turnover of at least three a year can be obtained. The average annual rate of turnover in department stores is reported to be a little better than four.

Analysis of Expenses

The "Ideal Accounting System for Retail Book Stores" provides for a detailed analysis of expense under appropriate headings. The following expense classifications are suggested to be followed in making up statements of the cost of doing business:

- Salary, Proprietor
- Salaries, Regular
- Salaries, Extra Help
- Overtime (suppers)
- Rent
- Postage, Printing and Stationery
- Advertising
- Delivery
- Telephone
- Freight
- Express

- Insurance
- Window Dressing
- Collection Fees
- Repairs
- Electric Light
- Ice
- Towel Supply
- Taxes
- Interest

After an analysis of expenses for the current month has been prepared the expenses for prior months, since the beginning of the year, should be added in order to obtain a statement of expenses to date. In order to be of the greatest usefulness this statement of expenses to date should be made comparative in form, and the increases and decreases of the current year over or under the prior year for the corresponding year shown.

Apportionment of Expense to Departments

A special problem is met with when a store sells other kinds of merchandise than books. The problem is to find the proper basis for distribution of the expense of doing business over the various departments. This is of course an important matter in order to ascertain the net profit on the operations of each department. The first step in the apportionment of expense is to take the major items such as salaries, rent and advertising and divide them on some equitable basis. Salaries should be charged to those departments where the salespeople are assigned. Rent should be distributed to selling departments in proportion to the space occupied by each. Advertising in the daily papers should be charged to the departments which have their merchandise advertised in proportion to the space used. Those expense items which cannot be charged directly to departments on some equitable basis should be allocated to departments in the proportion which the sales of each department bear to the total sales of the store.

Operation of General Ledger

It is necessary for the retail bookseller to keep a general ledger in order to be able to make up the statements required for his own information as well as governmental returns. This book should be in bound form with standard ledger ruling. Pages should be headed up with the names of the various accounts required. The arrangement of the accounts should follow the order of the accounts on the financial statements. The order of accounts is as follows: Assets, Liabilities, Capital, Profit and Loss. In order to open the general ledger it is necessary first to prepare a statement showing the assets and liabilities at a certain date. From this statement the accounts in the general ledger can be opened. Postings are made to the general ledger from the cash book, purchase journal, sales book and journal. Provision is made in the front of the general ledger for making an index of the accounts. From the general ledger the balance sheet and profit and loss statements are made up at the close of each month.

Accounts Receivable Ledger

When there are a good many charge customers it is a good plan to remove the customer's accounts from the general ledger and place them in a separate ledger. The accounts receivable ledger, as the customers' ledger is called, should be loose leaf in form. The customers' ledger sheets should be arranged behind alphabetical index guides for convenience in reference. A controlling account must be inserted in the general ledger. At the close of each month a trial balance of accounts payable ledger should agree with the balance to the controlling account in the general ledger.

Cash Book

The "Ideal Accounting System for Retail Book Stores" should provide for using a columnar form of cash book. The operation of the general accounts receivable and accounts payable ledgers in accordance with the plan above outlined requires that the cash book be operated in a certain prescribed fashion. The headings for the received side of the cash book are as follows:

Date	
Name	
Folio	
Accounts Receivable Ledger	Cr.
Sales Discount	Dr.
Cash Sales (if not in general column)	Cr.
Net Cash	Dr.
General Ledger	Cr.
Bank Columns	
First Bank	
Second Bank	

The headings for the disbursed side of the cash book are as follows:

Date	
Name	
Folio	
Accounts Payable Ledger	Dr.
Discount	Cr.
Net Cash	Cr.
General Ledger	Dr.
Bank Columns	
First Bank	
Second Bank	

In case only one bank is used the net cash column can be dispensed with and the bank column used.

The rule should be adhered to that all cash receipts should be entered in the cash book and deposited in the bank. All disbursements should be by check. When a remittance is received from a charge customer the amount of the original charge covered by the remittance is entered in the "Accounts Receivable Ledger" column, any discount allowed in the "Discount" column, and the net cash in the net cash column. The amount of the bank deposit is entered in the bank column. The general ledger column provides a means for entering such cash receipts as are to be credited to general ledger accounts.

When checks are drawn in favor of publishers or others with whom accounts are kept, the amount of the invoice settled is to be entered in the "Accounts Payable Ledger" column, any discount received in the discount column and the net cash in the net cash column. Checks to be charged directly to general ledger accounts are to be entered in the general ledger, and net cash columns.

A separate fund should be established for the petty cash and minor payments made from it. When the petty cash fund requires replenishing a check should be drawn on the bank for the amount necessary. The accounts to be charged are shown by the entries in a petty cash book kept for the purpose.

The individual items in the "Accounts Receivable Ledger" column in the cash book should be posted to the credit of the individual customers accounts. The items in the "Accounts Payable Ledger" column in the cash book should be footed and postings made to the general ledger. Each month the correctness of the cash balance should be proved by making a reconciliation with the bank statement.

Purchase Journal

All invoices from publishers or other vendors with whom accounts are kept should be entered in a purchase journal. In this book, which is bound and in columnar form, provision can be made for a distribution of merchandise according to the various departments as book, stationery, and so on. The total of the purchases entered in the purchase journal is credited to the accounts payable controlling account in the general ledger. The individual items are entered in the subsidiary accounts payable ledger to the credit of the individual accounts kept with vendors.

Sales Book

Sales slips for charge sales should be entered in a sales book. In case there are several departments in a store as book, stationery and so on, it is a good plan to provide for entering the sales in columns according to the names of the departments. Sales slips for cash sales should be summarized by departments at the end of each day and an entry made in the cash book. At the close of the month the sales book should be footed and the total of the charge sales debited to the accounts receivable controlling account in the general ledger, a corresponding credit being made to the sales account, of accounts. The individual items should be posted to the debit of the individual customer's accounts in the accounts receivable ledger.

SUMMARY

The "Ideal Accounting System for Retail Book Stores" accomplishes the following things:

(1) It enables the proprietor to keep in close touch with the business without carrying all of the details in his head.

(2) It provides all of the information required for making up "income tax" statements without any laborious digging.

(3) By adopting a uniform classification of accounts, it provides for the exchange of information between members.

(4) It furnishes an accurate way of arriving at the cost of doing business.

(5) A monthly balance sheet, and profit and loss statement is provided for.

(6) Provision is made for showing the rate of stock turnover per annum as an index of efficiency.

(7) The system requires a detailed an-

alysis of expenses. In case there are several departments the expenses are to be distributed in such a way as to enable the proprietor to ascertain the net profit in each department.

(8) It requires the double entry system of bookkeeping. Control can then be exercised over subsidiary customers' and vendors' ledgers.

(9) Columnar cash and sales books are required.

While it will benefit the individual members to have efficient accounting systems, the greatest good to the association will come when all of the members have "the ideal system."

Practical Methods of Increasing Bookshop Efficiency

Markets and the Business Outlook

By Floyd Parsons

Contributor to the Saturday Evening Post

TWO weeks ago I resolved to give up speech making and stick to my pen as a means of communication. A day later I received a note from Mr. Crowell asking me to talk here to-day, and on learning the audience would be the American booksellers I answered the invitation with a prompt and decided "Yes." Certainly no author be he good or bad, blonde or brunette, fat or lean, could afford to miss the opportunity to meet the men who constitute the most important agency for providing so-called literary lights with three meals per day. The war took many things from us, but unfortunately our appetites remained intact. Furthermore, a fellow likes to be a patriot and desires to be loyal to his kin in business, and surely the writer and the bookseller are blood relations.

Before I touch on the commercial and industrial possibilities of to-morrow, let me lay down a few facts concerning to-day. We live in a country that will be dominant among the nations of the earth unless we foolishly cast aside the opportunities that are ours. We have nearly one half of all the probable coal in the world and our mines produce upward of one half of the world's total output of this essential fuel. We are also producing 60 per cent of the world's petroleum; 45 per cent of the world's output of iron ore; 70 per cent of the world's copper; 58 per cent of the world's cotton crop; about 40 per cent of the world's annual cut of timber; and more wheat, corn and potatoes than any other nation on earth, which indicates plainly that we hold an enviable lead in the production of life's chief essentials.

It is this very independence in so many important materials that constitutes one of our grave dangers. It appears at times that we should give more attention to talking about the things we lack, rather than boasting so often of what we have. Great Britain controls in gold, nickel, tin, tungsten and asbestos. The United States is also deficient in graphite, manganese, potash and platinum. We grow

no rubber and it is easy to imagine what would happen to our motor industry, which has now become a necessary part of our transportation system, if we should be cut off from the sources of rubber supply in South America and the Far East. It is also likely that our oil supplies will be pretty well exhausted in fifteen or twenty years, while some of the foreign nations have oil supplies that will probably last a century or more.

Progress Thru Science

In this day of progress no nation can maintain the lead industrially unless it is chemically independent. Here in the United States, while the chemical industry ranks second among all of our businesses in the matter of total capital invested in manufacturing, the production of the finer chemicals has been left largely to foreign hands. In the year preceding the commencement of the World War, the United States imported 5500 different kinds of chemicals. The value of these imports was more than \$100,000,000, greater than the entire value of all of our domestic manufactures in chemical plants that same year. I have mentioned these things in order to help cultivate in all of us a modest demeanor and a thoughtful attitude. America is far from being independent of the rest of the world. Some of our basic industries would be seriously crippled, if not destroyed, in a few months' time if we should be shut off by any force or power from the other countries of the earth. Let us consider camphor, something we view as a relatively unimportant substance. Here again Japan controls the world's supply which it draws from the Island of Formosa. Aside from its use in medicine, camphor is employed largely in the manufacture of celluloid. The Japs not only fix the price of camphor, but decide just how much we may have to supply our needs each year. In other words, the rate of development of certain of our industries that use camphor is dependent on the good will of a foreign nation.

It is not possible to talk of the industrial

future of the United States without devoting a few words to the application of science to business. Markets and all else must give way to the progress of technical achievement. Before our gasoline supply is exhausted or even seriously curtailed, we will be getting a liquid power fuel from potatoes, beets, sawdust and from the abundant shrubs and cactus of our western deserts. Everything that grows out of the ground and is touched by the rays of the sun can be converted into alcohol and used to provide mechanical energy. Some of our most worthless plants will produce 40 gallons of alcohol per ton of roots. Some day the chemist will surely show us how to utilize our desert wastes in growing hardy shrubs which will be converted into power for industry.

Before long we will be able to go to the far ends of the earth where milk can be bought cheap, and there so process this milk that the fluid is divided into its component parts, shipped to us here in safety from spoilage, then the parts will again be united and we will drink the milk in safety.

Untold wealth lies in the water world. Seventy-one per cent of the area of the earth's surface is covered by water, and this area now contains the largest animals ever known to exist. The population of our seas is far greater than that of our land areas, and most denizens of the deep can be made to furnish food, leather, oil, fertilizer, etc.

Research the Hope of Tomorrow

Scientific research in every line of business is the hope of to-morrow. Thanks to our literature, which surpasses that of any other age, at least in quantity, all thoughtful, studious men and women to-day here in the United States are technicians of one kind or another. We are creating a race of people with inquiring minds and possessed of ability to get at the kernel of whatever they undertake. The world's great industries are located at points determined not so much by the accessibility of raw materials as by the place of birth of some great discoverer of a successful process or a valuable scientific truth. It is for such a reason that Lancashire is the home of the spinning industry, and Jena the important center of the optical industry.

Man's capacity for handling intricate problems is steadily on the increase. The minds of modern men have seldom been taxed to anywhere near their limits. The value of research is beyond calculation. The incandescent-lamp industry would probably have been lost to the United States if it had not been for the development of the tungsten filament by an American scientist. The discoveries and inventions of the last twenty years have been marvelous, but the scientific advances of the next two or three decades will be far more wonderful. Highly trained men, some in the employ of great corporations, others working in universities, are quietly but persistently searching for the secret of the atom. Day by day new truths are being discovered, and no one who understands the problem would dare

assert that science will fail to break down the atom just as nature is now doing with radium and its so-called radioactive elements.

All of this may appear to be quite technical and in no way related to present problems in business. But it is well to remember that the nation whose citizens lead in science and industrial research will certainly rank first in business. The United States has prospered because of its unlimited natural resources. But our advance would have been even more rapid, at least there would not have been such criminal waste, if Americans as a whole had been educated to respect knowledge more and money less.

Raw Materials Now Low

But no matter how great are the possibilities of our scientific future, and how beautiful are our ideals, we must live and work to-day under the conditions that right now confront us, so a brief survey of the present business situation is not out of place. Three questions are pertinent: What are conditions? Why are they? What can we do about it?

The fundamental trouble to-day in our commercial and industrial life is the disparity that exists between the price levels of raw products and of manufactured goods. The average price of the principal farm products is nearly 60 per cent lower than it was a year ago, and it is 28 per cent lower than the average price of these same products for the past ten years. Most of our other primary raw materials have suffered similar sharp declines, while personal services, manufactured goods, freight rates, etc., have not undergone corresponding declines. Approximately one-half of the population of the United States is engaged in producing and handling raw materials. These people, because of their decreased earnings, are now unable to purchase large quantities of the articles the manufacturing classes produce.

The United States now has practically all of the loose gold in the world. That sounds fine, but to offset it, we have more than four million workers out of employment. We also have thousands of investors who are holding beautifully engraved railroad bonds and stock certificates, purchased in good faith and out of hard earnings, which are netting them all the way from nothing (mostly nothing) up to four per cent interest.

Conditions are bad, because liquidation and the readjustment in business have not been at all consistent or uniform. The wages of groups of workers in New England who make shoes were increased during the war and immediately afterward, in some cases as much as 227 per cent. Recently these wages were cut from 20 to 30 per cent, and both the workers and their employers expressed the belief that the cut was a drastic one. In the clothing industry, in several localities, wages advanced more than 100 per cent, and have been cut 10 per cent. The packing industry and numerous other businesses have adjusted wage conditions on practically this same 10 per cent

basis. In the meantime, sugar has dropped from 20 cents and more, to 6½ cents. Cotton is down to 11 cents.

Price Reductions Necessary

Thousands of manufacturers and retailers are sitting around idly talking about a better day that is coming and resting smug in the self-satisfying idea that price reductions are not necessary, for they would not create new business. Each one says, "let George do it, I'll come along later." They say, "The United States is a wonderful country; nothing can hold us back." Instead of reducing wage rates in proper fashion, hundreds of employers have followed the plan of holding up wages and cutting expenses by laying off employees. This policy they believe saves them trouble with the labor organizations. This spirit is holding the situation in a deadlock, and is lengthening the period of readjustment.

Hundreds of labor leaders are insisting that the autocratic rules forced on industry during the war by labor unions shall be continued effective.

Several million people in the United States are laboring under the impression that wages are paid from some imaginary fund, and not from the proceeds resulting from production. Whether we like it or not, we must face the fact that many of our workmen are possessed by the idea that restrictions placed on work increase the demand for labor. So long as this idea prevails largely in union circles, the thinking public will not be able to place confidence in, or whole-heartedly support the organizations of labor. Fortunately, the policy of "go slow" has not been universally accepted by American union workers, and it is to be hoped that radical agitators will make even less progress in the future than they have in the past in spreading such a destructive idea.

Finding New Price Levels

Before we can get back onto a sound business basis in this country, prices of finished articles must be established at a level in conformity with the prices of raw products. The wages of workers in all industries must also be established on levels determined, not by rules of force thru close organization, but by the amount of intelligence and the degree of skill required to perform the work. Merchants and manufacturers may oppose reductions in prices; workers in various lines may fight against decreases in wages, but all such opposition to the tendency of the times will avail nothing, for there is a fixed economic

law underlying our industrial life, which operates day and night free of control by any class, party or group of workers. This law says, no matter what your wages may be, all that really counts is how much do you get in your pay envelope? Nine times out of ten it is better to do a lot of business at a small profit on each transaction than to do very little business on a high percentage of profit basis. Bargaining power is all right in its place, but it cannot be substituted for normal balance in business.

Conditions in the United States will grow better rapidly when various groups of so-called "industrials" dismiss the idea that wages shall be based on the strategic position of workers in certain occupations, to enforce their demands. There must be more thinking in terms of the common interests of the whole people, and there must be a freer movement between those engaged in the different occupations. There must be less effort given to plans for adjusting business thru the exercise of main strength. We must liquidate management in many industries, for thousands of corporation officials are totally inefficient. We must engage in research, and discover ways to improve the methods of production, so that there will be more for us to divide among ourselves.

Steady Not Rapid Recovery

It is trite to assert the business depression will soon end. All true Americans are optimists at heart. On the other hand, we only deceive ourselves and accomplish no good when we say the recovery will be rapid. Settling the question of the German Reparations will help, but fundamentals are far from being right, and no one should entertain the delusion that we can start a little boom all by ourselves over here in North America.

What we need is not "Hooray Optimism," but clear vision, patience, courage and a saving sense of humor—the last being the greatest. We must laugh with and not at our fellow creatures, and we must remember that one touch of humor makes the whole world grim. A man will acknowledge he has a bad temper or perhaps a sensitive disposition, but did you ever hear a man confess he has no sense of humor. These are times when tact is also necessary. The difference between a man with tact and one without may be expressed in this way. The tactful individual in trying to put a bit in a horse's mouth will tell him a funny story. The man without tact will get an axe.

Morning Session---Thursday, May 12.

PRESIDENT HERR: Before we start on the routine business, I am going to read a few telegrams and communications that we have received. (The Chairman thereupon read several telegrams and communications.)

The following telegrams were read:

*American Booksellers' Association,
Atlantic City, New Jersey:*

THE AMERICAN FAIR TRADE LEAGUE SENDS CORDIAL GREETINGS AND WARMLY APPRECIATES CO-OPERATION OF AMERICAN BOOKSELLERS' ASSOCIATION IN CAUSE OF HONEST MERCHANDISING AS EMBODIED IN STEVENS-KELLEY STANDARD PRICE BILL. WE ARE GAINING STEADILY BY PUB-

LIC EDUCATION, BUT VICTORY CAN ONLY BE WON BY CONTINUANCE OF EARNEST INDIVIDUAL WORK.

*Edmund A. Whittier,
Secretary-Treasurer American Fair Trade League.*

*President, American Booksellers' Association,
Atlantic City, New Jersey:*

BEST WISHES FOR A ROUSING CONVENTION. HOPE PROGRESSIVE WORK OF BOSTON AND PHILADELPHIA DELIBERATIONS WILL BE DUPLICATED AND SURPASSED. BOOK AND PUBLISHING TRADE TO BE CONGRATULATED ON SHOWING OF BUSINESS TO THIS DATE FOR NINETEEN TWENTY-ONE, THE YEAR OF READJUSTMENT. REGRET EXCEEDINGLY CAN NOT BE WITH YOU FOR THIS CONVENTION, BUT FIRM FULLY REPRESENTED.

Alexander Grosset.

On motion of Mr. Kidd, duly seconded and unanimously carried, the following telegram was ordered sent:

*Findlay I. Weaver,
Toronto, Canada:*

THE AMERICAN BOOKSELLERS' ASSOCIATION CORDIALLY WELCOMES INTO FULL MEMBERSHIP OF THE BOOKSELLING PROFESSION THE NEWLY ORGANIZED CANADIAN ASSOCIATION. THANK YOU FOR YOUR FRIENDLY GREETINGS. ANY SERVICE OR CO-OPERATIVE HELP THAT AN OLDER BROTHER CAN GIVE IS YOURS TO COMMAND. MAY YOU LIVE LONG AND PROSPER.

American Booksellers' Association.

On the chairs this morning you will find a new edition of the Association membership list. This is not the same one that was mailed out a month or so ago, but this contains in addition all the names that have been added up to last Friday. We will either get out a supplement or a new edition of this list as soon as the membership drive in connection with the convention is closed up. It is our purpose to keep the roster up to date now, so that all members will know who their fellow-members are.

Before we take up the report of the Resolutions Committee, I might say that there have been a number of cities which have invited the Association for their next convention. If there is anyone who wants to personally voice an invitation, I will give them the privilege of the floor before we take any action. We have had invitations from Montreal, Washington, New York City, and Jacksonville, Fla., but we turned all communications over to the Resolutions Committee. I thought that if any of the members would like to extend a personal invitation, I would give them the opportunity now.

MRS. WATSON: Mr. President, I would like to see the next convention in Chicago. It is a book center. Many publishers are there, and I think it would be a great advantage to have the convention there.

PRESIDENT HERR: I don't believe we have had an invitation from Chicago. We had a convention in Chicago about seven or eight years ago.

We will proceed now to the reports of Committees. Is the Auditing Committee prepared to report?

MR. KEMP: We have prepared no written report, but I will be very glad to report extemporaneously, that we found the Treasurer's book correct in every respect, and that his report that we had Liberty Bonds for \$1000 and three Certificates of Deposit for \$1000 and the Cash Balance of \$1132.15 absolutely correct.

PRESIDENT HERR: You have heard the report of the Auditing Committee. What is your pleasure?

A MEMBER: I move that it be accepted. (This motion was seconded.)

PRESIDENT HERR: It has been moved and seconded that the report of the Auditing Committee be accepted. Are there any remarks? All in favor of it will say "Aye," opposed "No." So ordered. Unanimously carried.

I want to proceed with the report of the Resolutions Committee, but before we proceed, Mr. Shields of Denver who was very successful in the membership drive is going to tell you a little bit of how he worked.

PRESIDENT HERR: We will now have the report of the Nominating Committee.

MR. H. S. HUTCHINSON: Mr. President, I present the report of the Nominating Committee:

For Members of the Board of Trade for three years:

W. H. Arnold, New York.
Charles E. Butler, New York.
D. B. Browne, New York.
George W. Jacobs, Philadelphia.
Louis A. Keating, Syracuse.

For President:

Eugene L. Herr, L. B. Herr & Son, Lancaster, Pa. (Applause.)

1st Vice Pres.:

S. D. Siler, New Orleans, La.

2nd Vice Pres.:

Marion E. Dodd, Hampshire Book Shop, Northampton, Mass.

3rd Vice Pres:

Whitney Darrow, Charles Scribner's Sons, New York.

Secretary:

Belle M. Walker, *The Bookseller and Stationer*, New York.

Treasurer:

John G. Kidd, Stewart & Kidd Co., Cincinnati, O.

PRESIDENT HERR: You have heard the report of the Nominating Committee. Before I ask for a motion I want to say that I came down here with a very settled conviction in my mind that one year was long enough for anyone to serve as president of a national association and that I really did want to be relieved, but I could not seem to persuade the Nominating Committee to see it that way. If it is your desire to have me serve you another year, I will do the best I can. It is a great honor—I have felt it—and also a big responsibility. What is your pleasure with this report?

(It was moved and seconded that the report of the Nominating Committee be accepted.)



JOHN G. KIDD, RE-ELECTED TREASURER OF A. B. A.

PRESIDENT HERR: It has been moved and seconded that the report of the Nominating Committee be accepted. All those in favor will signify same by saying "Aye." Those opposed? So order. (Unanimously carried.)

As there are no contests, will some one please make a motion for some one to cast a ballot?

MR. CHARLES E. BUTLER: I make a motion that Mr. Hutchinson be instructed to cast one ballot. (This motion was seconded.)

PRESIDENT HERR: It has been moved and seconded that Mr. Hutchinson cast one ballot for the entire list of nominees as made.

I therefore declare these men elected to serve for one year, and in the case of the Board of Trade, to serve for three years. We deeply appreciate the confidence that you seem to have reposed in the present staff of officers.

We will now receive the report of the Committee on Resolutions from Mr. Keating.

MR. KEATING: Before I read these resolutions as presented by your Resolutions Committee, I should like to make an unofficial suggestion to the presiding officer of the convention. Having served on this Resolution Committee for a great number of years, sometimes as its Chairman and many times as just a humble lay member, I want to suggest to the President that in the future he appoint to this committee either a married man who has not his wife with him or an unmarried man, as Chairman of this committee, because it certainly uses up time.

I have delayed reading these resolutions in the hope that our numbers might increase. I notice a very distinct shrinkage in the number present this morning, and it seems to me that if these conventions mean anything at all, that meaning is involved and bound up in these resolutions, or ought to be. If they are not, then the resolutions ought to be supplemented by suggestions from the floor so that the resolutions do represent the spirit and the attaining and the meaning and the hopes and aspirations of the convention.

PRESIDENT HERR: What is your pleasure with regard to these resolutions? Do you want the entire report read thru first and then act on them seriatim, or do you want to act on each one as it comes up?

MR. HUTCHINSON: I suggest that they all be read thru and then we will act on them separately.

PRESIDENT HERR: If there is no objection, we will read them all thru and then act on them seriatim.

(Thereupon Mr. Keating read Resolutions Number 1 to 13, and after this reading they were taken up separately for action and discussion as follows.)

Resolution No. 1.

WHEREAS, a new spirit of optimism and aggressive merchandising purposes have characterized and dominated the last several conventions, and whereas we recognize an urgent and compelling need to increase our numbers and increase the value of our efforts and multiply our efficiency,

RESOLVED, That an intensive campaign be started to build our membership up to 1000 members during the next year, adopting as our Slogan "1000 by May 1st, 1922." This

campaign to be planned and conducted by a committee of six appointed by the President.

PRESIDENT HERR: Its adoption has been moved and seconded. Are there any remarks? (Unanimously passed.)

MR. KEATING: I am not sure but that that remark of the President really expresses pessimism on his part, I hope it does not, I believe it is possible to have a thousand members. And it seems to me that if some of these other resolutions; namely, that matter of keeping in touch between conventions is carried thru, and the matter of training book clerks is carried thru, we ought not to have any difficulty in obtaining a thousand members.

A MEMBER: How many members have we now?

PRESIDENT HERR: 382 now. Our membership at the last time of the convention was 263. I might incidentally mention that Mr. Kidd has cleaned the books of all dead wood, that is, the membership is absolutely *bona fide*, paid up, and the membership has increased since the time of the last convention to 382, and the intensive effort was directed largely just in the last three or four or five weeks.

I am not pessimistic about the proposition at all, and I think it is a fine ideal to drive for. I have some people in mind right now that will help put it across.

MR. ESTERBROOK: May I say a word about that? I have a suggestion to offer that that campaign be started immediately at the close of this convention. In fact, it should be started right now and continue for 365 days, one solid year, and let every man and woman who is a member of this association pledge himself to go out and work real hard to build up our membership to one thousand. I know it can be done. What we need is numbers to give us power and strength and influence. We can go before the publishers with our problems and they will co-operate with us closely, and I believe we should get to work right now.

Let every man and woman here to-day pledge himself to start to work when he gets home and get at least five members. It seems a long distance to one thousand, but I believe it will be easy if we all put our shoulders to the wheel. I'd like to see some real enthusiasm in the discussion. (Hearty applause.)

PRESIDENT HERR: Mr. Esterbrook has sounded a keynote for what should be the definite and constructive policy for this organization for next year—that is to make this organization strong, forceful and representative. I propose right now to start that campaign, and I am going to ask everybody in this room who is willing to co-operate. (Everybody rises.)

PRESIDENT HERR: That is something like the showing of hands at a revival meeting. I thank you heartily. We are going to count on everyone to bring in at least one or two.

A MEMBER: Make it five.

PRESIDENT HERR: No. Each one should bring in two. Every present member of the Association must bring in two more to bring us up to a thousand.

MRS. SHERWOOD: It seems to me that in order to get members for this association, we should first have local organizations. I was astonished yesterday when I talked to a number of out-of-town people here to find that we have no local organizations, even in cities such as Chicago. There are very few of the smaller cities that have local organizations. Once we have local organizations, the larger organization need not worry about membership. I have talked with a number of people from the smaller towns who are willing to start such organizations. I wish the time would be afforded for a few moments for Miss Jenison, president of our Women's National Book Association, to say something about what the Women's National Book Association has done in this connection, and if we can have a local organization in every town I think it would be one of the greatest things to advance bookselling in America that I know of.

MR. REILLY: I'd just like to set the members right on Chicago. Last fall, the Chicago Booksellers' League was organized. It has now a membership of over eighty. Frank M. Morris, one of the oldest bookmen in Chicago is the president and the meetings have been enthusiastic.

And I want to supplement Mrs. Sherwood's suggestion, in which I am in thoro accord. I believe that if the proper committee of this association would formulate a plan for state organizations, such as exist in Illinois, we would accomplish more than in any other way.

I attended last week the Sixth Annual Meeting of the Illinois state organization of stationers and booksellers at Rock Island. There were, I should say, an average of eighty people present at the business sessions, and 150 at the dinner. In comparison with the total number represented by the National Association, that certainly is a very creditable showing. If you had state organizations thruout the country and those organizations sent delegates to the national meeting once a year, you would reach the whole country in the best way.

PRESIDENT HERR: Mr. Reilly, can you tell me—I was invited to that convention and could not go—do you know whether they took any action on the matter of affiliating with this association? They were asked to affiliate and to send a delegate. Nobody has come down.

MR. REILLY: I can only say as to that that the resolution was read and adopted, which was a sort of a cross. They did not authorize the association to send a delegate or delegates, but they did say that if any member of

the association would attend he would be armed with proper credentials.

MR. BUTLER: The last administration worked very strongly in the direction of state organizations and we went so far as to have a Constitution made and provided that would be suitable for all such organizations, and our plan and purpose was that such organizations should send delegates to the convention whose expenses should be paid.

We have one in New York State, but I am sorry to say that not much progress has been made in that direction, but we had committees in the various states. Unfortunately the administration was rather weak in not pushing it to its proper termination. I think if we undertake that now and carry it out it would be the best method that we could take. I agree entirely with Mr. Reilly.

MISS JENISON: I am always a poor expositor of others' thoughts. Is it Mrs. Sherwood's idea to say that the woman's organization has a program which we think might be of assistance in this emergency? The Woman's National Book Association, as you know, is based upon the idea that we cannot isolate booksellers, that everyone who has to do with the making and selling of books belongs in a group and should act accordingly and the problem seems to be with booksellers that in so many of the cities and smaller towns especially there are not enough booksellers to make any sort of a group. It seemed to us that there might be, in small towns, where there are perhaps only two booksellers, a group formed to include not only booksellers but librarians and the woman's clubs, and any other delegates who could join such an organization, and the Woman's Book Association would like to ask for volunteers to organize such.

Could we have five women who would offer to make an attempt at such a group in their own community as a test case. The woman's page which we have in both the PUBLISHERS' WEEKLY and the *Bookseller and Stationer* would record their doings and how their ideas were progressing, and we would also be very glad to send you any suggestions that we can, and then have you send a delegate here back next year telling how you progressed.

I wonder if there are five women here who would volunteer to get together a group of people, not upon the basic idea of bookselling, but upon the basic idea of furthering the delight of reading and the power of books, who would come back next year with the report of how this idea worked out.

Now, I cannot set this forth as I should like to, because that is not my idea, but if we start it, it can grow. Mrs. Watson, will you?

MRS. WATSON: It seems to me a good idea. Duluth is a small city, and I only mention it because there are a lot of women that buy books, and it is very significant because if

we get those people to realize the importance and the rest of it, they would spend the money for books. We have had a very successful season.

In regard to this organization, if you reduce the actual number of people interested in books to our shop and perhaps one other which carries a great many other lines—and yet they do sell some books—I thought that if we could—

MISS JENISON (Interrupting): You must have powerful woman's clubs there.

MRS. WATSON: Yes, we have, but we want to interest men as well as women.

MISS JENISON: You must have librarians and women writing advertising copy?

MRS. WATSON: We also have authors and have printers.

MISS JENISON: Won't you for this year, Mrs. Watson, make an attempt at this, during the next year?

MRS. WATSON: Yes, I will.

PRESIDENT HERR: I am sorry, but we will have to stop the discussion now and return to the second resolution.

Resolution No. II.

WHEREAS, This convention has been marked by many notable and inspiring addresses, and whereas, the efforts of the various committees of arrangement have been signally successful in making this convention memorable measured in terms of Inspiration, Comfort, and Entertainment, and whereas, much of this has been made possible by the generous support of the following publishers:

Henry Holt & Co., Harper & Brothers, Harcourt, Brace & Co., Ronald Press, A. A. Knopf, Inc., A. L. Burt Co., Grosset & Dunlap, Reilly & Lee Co., Century Co., D. Appleton & Co., Dodd, Mead & Co., Frederick A. Stokes Co., E. P. Dutton & Co., Little, Brown & Co., Funk & Wagnalls, Cosmopolitan Book Corp., George H. Doran Co., Houghton Mifflin Co., Doubleday Page Co., G. P. Putnam & Sons, Charles Scribner's Sons.

RESOLVED, That we extend to these publishers, speakers and members of the various committees our heartiest appreciation and thanks.

AND FURTHER RESOLVED, That to the management of the Hotel Traymore, and especially to Mr. H. B. Montgomery, thru whom arrangements for housing the convention were made, we express our sincere thanks for the many courtesies and considerations that have made our stay pleasurable and profitable.

AND FURTHER RESOLVED, That we thank The Macmillan Company, Harper & Brothers, Dorrance & Co., Barse & Hopkins

Co., Little, Brown Co., The Medici Society of America,

who have generously contributed souvenirs for distribution at the banquet, and that the Secretary be instructed to officially convey the spirit of these resolutions to the individuals and firms as enumerated above.

PRESIDENT HERR: Are there any remarks? (Carried unanimously.)

Resolution No. III.

WHEREAS, Generous assistance was rendered our Publicity Committee by the editorial and advertising departments of the "Publishers' Weekly," "The Bookseller & Stationer," The Baker & Taylor "Bulletin," and others, in increasing the extent and value of the efforts of our Publicity Committee,

RESOLVED, That we place on record this recognition of their services.

(It was moved and seconded that this resolution be adopted, and unanimously carried.)

Resolution No. IV.

WHEREAS, a resolution was adopted in 1919 at the Boston Convention and reiterated in 1920 at the Philadelphia Convention urging upon all Publishers adoption of a minimum discount of $\frac{1}{3}$ and 5% on all orders, and, Whereas, many Publishers have met this request and have granted this discount, while others have not done so,

RESOLVED, That every bookseller be urged to press this matter of discounts individually with all publishers in an effort to obtain a minimum discount of $\frac{1}{3}$ and 5% on all orders including pick-ups from all publishers.

AND FURTHER RESOLVED, That where this discount is granted suitable recognition and appreciation upon the part of the bookseller should be demonstrated in closer co-operation and effort.

(Adoption moved, seconded and unanimously carried.)

Resolution No. V.

WHEREAS, Our own Bob Anderson shares front rank with Bill Shakespeare in the field of the dramatist, and as an historian of particularly prophetic instincts has crowded H. G. Wells off the front page,

RESOLVED, That a private performance of "Thirsty Eva the Booksellers' Daughter" be given for the benefit of those publishers who have not yet come across with a minimum discount of $\frac{1}{3}$ and 5.

(Adoption moved, seconded and unanimously carried.)

Resolution No. VI.

WHEREAS, The Board of Trade has had difficulty in carrying on its functions, owing

to the fact that many of its members reside outside of the City of New York,

RESOLVED, That the Board be authorized to appoint six alternates residing in or near the place of meeting to act in the places of members who may be absent.

(Adoption moved, seconded and unanimously carried.)

Resolution No. VII.

WHEREAS, Since our last meeting there has been organized an association of book publishers for the purpose of working for sound publishing conditions in United States and promoting the cause of bookselling, and, whereas, retailers are fully aware of how much a trade gains by facing its problems with a united front and common enthusiasm,

RESOLVED, That the A. B. A. sends the greetings of this convention to the executives of the National Association of Book Publishers expressing its feeling that this completion of book-trade organization means an important advance in book-trade prosperity and progress.

MR. BUTLER: I would amend that to ask that the National Association of Book Publishers be requested to appoint a committee to work in conjunction with our Board of Trade. (This motion was seconded.)

MR. BUTLER: That has been asked of them by letter.

MR. MELCHER: It would require a revision of the Constitution of the National Association of Book Publishers for them to appoint a committee to discuss discounts. Therefore, it might work against the very thing that you want. I doubt whether they would revise their constitution under which the members came into the organization.

MR. BUTLER: I might say in that connection please, that the desire of the Board of Trade is not essentially the making up of a question of discounts, but other trade matters. There are many things that we want to clear up between the publishers and booksellers, as the president of the National Association of Book Publishers acknowledged and hoped would be accomplished. I think that we ought to emphasize that point.

MR. HUTCHINSON: It seems to me that matters of this kind should go before the Executive Committee as they naturally would, rather than before the Board of Trade, and I think that this amendment should not prevail.

MR. BUTLER: May I say in that respect, that according to the Constitution, all trade matters are left to the Board of Trade. Now, is the Executive Committee going to work on one side and the Board of Trade on another? They will surely come in conflict. It will hamper the efforts of both.

PRESIDENT HERR: For your information, I might read the Third Section of the Fourth Article of our Constitution, stating the powers of the Board of Trade: "The duties of the Board of Trade shall be to handle all matters bearing on retailers' relations with publishers, jobbers and others handling books, introducing and carrying out in co-operation with them such reforms as would tend to the improvement and bettering of bookselling in the United States, and to take up such matters as shall be committed to it by the Association or Executive Committee."

I believe Mr. Butler's point is well taken as to the powers and authority of the Board of Trade.

Are there any further remarks on this addition to the resolution? I might say, speaking from the Chair, that while it would be desirable to continue our efforts to get a committee from the publishers, we cannot make it a *sine qua non*, because, as Mr. Melcher has pointed out, their by-laws prevent such a thing, and I don't know whether any point is to be gained by including it in the resolution.

MR. BUTLER: Pardon me for interrupting you there. I want to say to Mr. Melcher that the Constitution of the National Association of Book Publishers will prevent the association from taking up the question of discounts as a body, but not individually. What we want to do is to place before the publishers as a whole the need of better discounts, better trading, and many other efforts on the part of the booksellers, and then take up individually as we have been doing the question of discounts. Their Constitution prevents them from doing it as a collective body. Individually, there is no trouble.

MR. MELCHER: As the secretary of the Publishers' Association, I want to say that there have been two matters brought to us from this organization. One was the question of a joint publicity campaign, and if there has not been evidence of whole-hearted co-operation from the publishers on that, I don't know what kind of evidence can be expected. The only other question brought to the Association thru your Board of Trade last year had to do with the matter of discounts. But, because previous publishers' associations had had difficulty because of having to do, with the setting of retail prices or the regulation of trading conditions, the members have now joined with the specific provision that these matters are not to be acted on.

It cannot be entertained, but on any other matters outside of that field, you will receive their whole-hearted interest and support, and my objection to that amendment is merely that it seemed to suggest that there has been any tendency on the part of the publishers to hold away from co-operation, whereas no such tendency has been in evidence.

MR. TRACHT: Mr. President, the amendment seems to be entirely unnecessary. I believe that the publishers are open-minded and will receive any communication from the Board of Trade without our suggestion that they appoint a committee. Let the president of the Publishers' Association determine that if it is necessary. I am not in favor of the amendment.

PRESIDENT HERR: Mr. Keating, will you please read the original resolution again and then will you take the Chair for a minute please?

(Mr. Keating thereupon took the Chair.)



DETROIT COMPETITORS KEEP ON FRIENDLY FOOTING
WALTER MCKEE OF SHEEHAN'S AND MRS. A. G.
MORRIS OF J. L. HUDSON CO.

PRESIDENT HERR: On this proposed addition to the resolution I should like to say that I scarcely think that it is necessary that it should be added. The phraseology of the resolution as originally proposed seems entirely adequate. I want to say from the standpoint of co-operation that our experience last year with the publishers before their association was formed, in attempting a national co-operative advertising campaign made us feel that there was every effort on the part of the publishers to-day to co-operate with this association in every way possi-

ble. I believe the way is still open to approach them as an association on every matter except from the standpoint of discount. And as you will recall from what I read from the by-laws, the Board of Trade has ample authority to approach the publishers individually or as an association on any of these matters that they choose to take up, and that they have the power to endeavor to persuade the publishers to form such a committee if they can, but I see no reason for adding the proposition to the resolution as it stands.

(At this point Mr. Herr resumed the Chair.)

(Question was called for.)

PRESIDENT HERR: The question is on the amendment or addition to the resolution, that the National Association of Book Publishers be requested to appoint a committee to act in conjunction with the Board of Trade. Are you ready for the question? (It was lost.) Now, we revert to the original resolution. (Its adoption was moved, seconded and passed.)

Resolution No. VIII.

WHEREAS, The Children's Book Week and the Year-Round Bookselling Plan have been wide-reaching in their influence and have stimulated booksellers, the Libraries, Public Schools and other educational factors to new and more aggressive efforts to promote a wider personal interest in the reading and owning of books,

RESOLVED, That we express our hearty appreciation at the effort made and pledge our heartiest support and co-operation toward expanding and continuing this effort.

AND FURTHER RESOLVED, That this Association contribute \$1000.00 from its treasury to support this work as an earnest expression of our continued conviction that more aggressive action to enlarge the book market and reach the non-book readers should be undertaken by co-operative effort of the producers, the publishers.

MR. BUTLER: I move its adoption. (This motion was seconded.)

MR. HUEBSCH: Would you mind telling us who constitutes the committee that is spending this money to which we are contributing \$1000.00.

MR. MELCHER: The committee in charge of the Year-Round Bookselling Campaign was organized by a meeting of sales managers and others interested in book distribution in New York last December. The committee that they selected, of which I have served as Chairman, has consisted of eight people: F. A. Clinch, of Appleton; Whitney Darrow, of Scribners; H. B. Earl, of Doubleday; F. L. Reed, of Grosset; Harry F. Hull, of Dodd, Mead; W. R. Richardson, of Harpers;

Harry Sully, of Charles E. Graham & Co., with Miss Marion Humble as executive secretary.

The committee was given power to expand as more members were needed and more are about to be added for this second six months.

I would say that for the Children's Book Week there will be appointed as heretofore a very much large special committee. The plan in mind for the next six months is to raise \$7500.00, of which \$4000.00 is on hand.

(Question was called for, and the motion was carried unanimously.)

Resolution No. IX.

WHEREAS, Attention has been directed in many interesting papers and discussions in this convention to the advantages and need for a trained salesforce, and, whereas, this can be accomplished by intelligent effort on the part of the booksellers or department store book managers,

RESOLVED, That an intensive and constructive program be planned by a committee on The Training of the Sales Force and sent to every bookseller in the United States.

THE CHAIRMAN: You have heard the resolution, what is your pleasure?

(Motion was made and seconded that it be adopted.)

MR. MELCHER: I think there is another resolution which is closely related, the matter of bookstore cost keeping and other systems. It seems to me that those two should be read together, altho perhaps the one embodied in this is more important.

Would it not be possible, and would it not give us a very concrete work to do if we could in some way join these two constructive proposals and connect them with our membership work. Not relying only on those cities where there are leagues and organizations, and not relying entirely on the national organization, but in cities where there might be three, five, ten booksellers, if the president can appoint a local representative, he or she could be the person on the spot who would talk up this material when we have it out, and present it as a reason for becoming a member, also bringing back to the central organization such suggestions as would come from that local place.

I was very much interested in the paper that was read about cost keeping and store methods and if that question can be brought up later, I'd like to suggest that there are methods of accounting being handled in other associations and businesses besides ours in a very practical, helpful way. One of our members, who represents the U. P. C. Book Co. of New York, has been instrumental in issuing to the hardware people an admirable pamphlet on how to keep retail accounts. He has very kindly brought copies of that here, and it is available to any one of the delegates that wishes to have it.

It is in very concrete shape, and could be very quickly connected up with our own trade. Besides that, the National Stationers' Organization has prepared an outline of business forms, as many of us are stationers as well as booksellers, and some correlation of these efforts would be advantageous.

PRESIDENT HERR: Did you make that as an amendment?

MR. MELCHER: I believe this could supplement the other resolution, with a committee to cover both these things. I cannot see how else we can bring this discussion together.

MR. SCHENCK: It seems to me that these two matters should be treated in separate resolutions. I am in hearty sympathy with the resolution just presented. It seems to me that there has never been a program for the training of salesmen equal to that presented by Mr. Esterbrook a few years ago. It was a very, very able paper written from a very practical experience, and if we can re-adopt that address and supplement it with the proper forms that we could have no better material for such a campaign as is suggested.

PRESIDENT HERR: Is it your wish to add anything to this resolution by amendment, or do you want to take it up as a supplementary matter?

MR. KEATING: Mr. President, if this material is in concrete form, it seems to me that one committee might handle both of those propositions, and that an amendment to this to include this other matter under the work of this committee would be sufficient.

PRESIDENT HERR: Do you offer that as an amendment?

MR. KEATING: I do.

MR. BUTLER: If the material will be published in full in the *PUBLISHERS' WEEKLY*, calling the attention of the booksellers all over the country to it, and urging them to read it and study it carefully it would prove of great benefit.

PRESIDENT HERR: It would appear in the *PUBLISHERS' WEEKLY* and the *Bookseller and Stationer*.

MR. KEATING: It was the thought of the committee that a resolution calling for a monthly bulletin would lend itself to promoting just these very ideas.

PRESIDENT HERR: It will. It will give us stuff for the Bulletin, too. If the Association is willing to leave that matter in the hands of the Executive Committee, I think it can rest assured that it will be taken care of. If we get out this bulletin, we will be only too anxious to have material to keep it going, and I think you can rest assured that all this kind of material will be used. If there is no ob-

jection, we will add that suggestion to the other resolution, to include the cost keeping system under this committee.

MR. BRENTANO: I make a motion that this entire matter be left to the discretion of the Executive Committee.

PRESIDENT HERR: If you don't object, we will let them put it right in the resolution, and it will go back to the Executive Committee to act upon. Thank you very much.
(There was no objection.)

Resolution No. IX. — 2nd Section

AND FURTHER RESOLVED, That this Committee shall also consider and present the matter of a uniform cost system.

MR. VON GOGH: I want to say that the U. P. C. Book Co. of New York is now publishing a little pamphlet called *Retail Dealers Turn-Over* and if any of you desire to have a copy, we shall be glad to send you a complimentary copy.

PRESIDENT HERR: Will you please make note of that and write me about it?

MR. CROWELL: In view of the fact that I suggested this cost keeping resolution I should like to make one comment on it, so that the Executive Committee may proceed perhaps more intelligently than they would otherwise. I was instrumental in securing Mr. Eggleston for our speaker thru Mr. Pfeifer of Appleton's. I was instrumental in getting him to promise to work with any committee the Association might appoint. This paper therefore is not the final system, but should be supplemented with any suggestions that the committee may work over with Mr. Eggleston. I think it is quite important for the Executive Committee to be aware of that fact, so that they proceed with that in mind.

(Question was called for and carried unanimously.)

Resolution No. X.

WHEREAS, It is felt that the Monthly Bulletin issued by the Executive Committee under the direction of our former president, Ward Macauley, was of great help and inspiration in refreshing our memories, between convention times, of the many helpful and practical ideas brought out at the conventions,

RESOLVED, That a Bulletin of this character be issued monthly by the Executive Committee.

(Its adoption was moved, seconded and unanimously carried.)

Resolution No. XI.

WHEREAS, It is a demonstrable fact from our past experience that many of the best efforts and constructive ideas promulgated in our conventions are lost, seemingly never brought to effective fruition, and where-

as, It is evident that some earnest and effective method should be adopted to secure wide and thoughtful consideration and discussion of the convention proceedings and the adoption of the best ideas here advanced,

RESOLVED, That the Association offer prizes for the best articles contributed to and published in the "Publishers' Weekly" and "Bookseller and Stationer" summarizing the constructive elements of the addresses and discussions of this convention, and offering the best suggestions whereby these constructive ideas may be put into practice and our organizations more closely knit, said prizes to be open to anyone connected with retail bookselling; and said prizes to consist; first, for the best article submitted and published between May 15th and October 1st the entire railway and hotel expenses involved in attendance at the next annual convention, and for the second best article submitted a free membership in the Association for the ensuing year,

AND FURTHER RESOLVED, That for the best article submitted and published between October 1st and February 1st, similar prizes be awarded.

(The adoption was moved, seconded and unanimously carried.)

PRESIDENT HERR: How many are going to try for that free trip,

MR. KEATING: I am. [Laughter.]

PRESIDENT HERR: This is a matter which will call for the co-operation of all of you in bringing it to the attention of those people who might be interested, and it should serve to get the report of this convention thoroughly read and digested by a great many people who otherwise might pass it up.

MR. BUTLER: Who will pass judgment on these contests?

PRESIDENT HERR: The Chair will have to appoint a committee.

Resolution No. XII.

WHEREAS, We have learned with great interest and pleasure of the recent organization of the Association of Canadian Booksellers, and whereas, This organization provides a channel for developing and cementing the friendly relations between American and Canadian booksellers,

RESOLVED, That we extend to the Canadian Association our fraternal greetings and congratulations.

AND FURTHER RESOLVED, That we cordially invite its members to meet with us at our next convention, and that this invitation and salutation be duly forwarded by the Secretary.

(Adoption was moved, seconded and unanimously carried.)

MR. KEATING: Before reading the last resolution, I want to say that your Resolution Committee, represented by Mr. Esterbrook, Mr. Tracht, Miss Cummings, Harry Korner, Ralph Wilson, C. R. Crowell and Hugh Shields, must have been exceedingly efficient, as I never knew so many radical resolutions to go thru with so little questioning.

Resolution No. XIII.

WHEREAS, An invitation has been received from representative booksellers in Washington, supplemented by an invitation from the Washington Chamber of Commerce, to hold our Convention in the National Capitol, and whereas, many delegates have expressed to your committee approval of this idea,

RESOLVED, That we recommend Washington, D. C., as the place for our 1922 convention. [Hearty Applause.]

(It was moved that this resolution be adopted. Seconded.)

MR. HULINGS BROWN: I just want to say before this resolution is passed that some time last March it was suggested to me by one or two men in the trade that in the question of our next convention, that Montreal would be a very attractive place. [Applause.] I took it on myself to correspond with a great many of the officials and important men in the Association and received quite a little cordial support in the idea. I then furthermore communicated with the people at the Windsor Hotel to find out about their accommodations and things of that kind, and I received a very extensive letter showing that the place is very well situated for holding conventions, and that they were of course naturally very anxious that we should decide to come up there.

Well, I had a good deal of ammunition ready to start in the way of propaganda, etc., but when I came here I found that the Washington question was before the convention, and there was a good deal of strength for it, and the gentlemen who are favoring that had very good reasons, as it is a delightful place, and all that; so I rather withdrew, but before it passes, as I hope the resolution will pass, I just want to say that owing to the fact that the Canadian Booksellers' Association has been formed, I think it is well for us to have the idea of Montreal in mind. Personally, I should like to go there next year, but I bow to the will of the others.

But it is a good thing if we should go up there another year with the Canadian Booksellers' Association formed and grown stronger as I hope it will be. So, tho I had really made up my mind to put a rather strong opposition to Washington and back up Montreal, perhaps it is not wise, and I am a

little premature, but it is a good thing to think over. [Hearty Applause.]

(Question was called for and passed un-animously.)

MR. KORNBAU: In 1926, the sesquicentennial celebration of the Declaration of Independence will take place. I'd like to extend an invitation to the Association that the convention be held there, and I'd like to have it in the minutes as a matter of record. [Applause.]

PRESIDENT HERR: I think the convention owes a very deep vote of thanks to the Resolutions Committee for the most admirable series of resolutions that have been presented. The fact that they have been carried without amendment indicates that they have felt the pulse of the convention well. I personally know that they worked hard almost all day yesterday and a while this morning phrasing them, and I'd be very glad indeed to recognize a motion of thanks to the Resolution Committee for their efforts.

(A motion was made to that effect. Seconded and unanimously carried.)

MR. KEATING: Mr. Chairman, we agree with everything you have said. [Laughter.]

MR. BUTLER: I move that a vote of thanks be given to the Entertainment Committee that got up the play last night. I think they ought to have our hearty thanks because we all enjoyed it.

(This motion was seconded.)

PRESIDENT HERR: It has been moved and seconded that a vote of thanks be given to the Entertainment Committee for the delightful high-browed drama which was presented so artistically last night. (Unanimously carried.) [Applause.]

MR. KIDD: Mr. President, I should like to make a motion that we thank the ladies for their very interesting costume dance here on Tuesday night.

(Seconded and passed amidst applause.)

MR. KEATING: Mr. Chairman, I'd like to speak on the excursion rates a moment. It seems that there was a general misunderstanding. This is the first year we have ever considered ourselves large enough to ask the railroad for a regular convention arrangement on the ticket. It does not mean much to those who come from nearby towns, but I think it ought to be emphasized at this convention, so that you may remember next year that, while it does not mean much to the nearby points, it means a very considerable amount running into a really large sum to those who come from a great distance. About 275 have brought in certificates while we needed 350. There are more than that number here. Those who live near-by would make it much easier for those who live at a distance to attend by just going to that lit-

tle extra trouble of asking for a convention certificate. It is too bad we did not reach our number this year.

PRESIDENT HERR: I am going to appoint a Membership Committee, as authorized by the first resolution, right now. They will have a chance to get together before they leave Atlantic City and formulate plans for this new intensive drive. They will of course be at perfect liberty to use the material provided by this initial drive. I am going to name as the Chairman of that Committee our very efficient and enthusiastic Secretary, Miss Belle M. Walker. [Applause.] I know this matter is very dear to her heart. And the remainder of the Committee are John G. Kidd, Miss Jenison, Joseph Esterbrook, Frank Reilly, S. D. Siler.

If Miss Walker wants to call a meeting of that committee before they leave Atlantic City, she can call it whenever she wants to.

MISS WALKER: Miss Walker would like to appoint on the Committee Mr. Shay to help get members.

THE CHAIRMAN: You have authority to appoint anybody else you want to.

MR. BRASELMAN (of Philadelphia): I'd like to announce that I have already begun to work, and I have secured one new member. [Cheers and Applause.]

PRESIDENT HERR: I want to announce a meeting of the Board of Trade for organization immediately at the close of this meeting. All members of the Board of Trade will please attend.

Has anyone else any other matters to bring before the convention before we adjourn?

MR. BUTLER: Mr. President, I think it would be in order to thank the present administration and all those connected with it for bringing about this successful convention that we have held in Atlantic City, and I move that a rising vote of thanks be given.

(This was seconded.)

[Applause, everybody rising.]

PRESIDENT HERR: I want to thank everybody in the Booksellers' Association, especially those people who have worked on this committee, for the whole-hearted support that they have given their officers, and I commend the same spirit about one hundredfold renewed for next year.

If there is no further business, I am ready to receive a motion to adjourn.

(It was moved and seconded that the meeting adjourn. Unanimously carried. Whereupon, at 12:10 noon, the convention adjourned.)

The Social Features of the Convention

THE thanks of the convention which were extended to the heads of the various committees of entertainment bore more than a perfunctory enthusiasm when passed at the business session. At no convention of the Association have there ever been more carefully worked out plans for the entertainment, and these were carried out under the difficulty of having the convention held at a place where there was no local committee which could take care of the details.

A very long mark of credit for the success of all the various features of entertainment was accorded by everyone to Whitney Darrow, of Charles Scribner's Sons, who had shown such extraordinary executive ability and enthusiasm in making all the different events diverting, different and carefully fitted into the general program. Hotel accommodations had been most carefully arranged,

and the choice of a hall high above noise and confusion, showed admirable planning. David O'Connell had taken charge of a special train from New York which came down on Monday afternoon—two cars full—and a large part of those who came to the convention registered at the Traymore, thus giving a great concentration to the attendance.

The dance on Tuesday evening had been put in charge of Miss Alice Dempsey, of Gimbel's, as representative of the Women's National Book Association. The inimitable play on Wednesday night was in charge of the travelers, with Robert G. Anderson as chief promoter, and the banquet program, under the personal supervision of Mr. Darrow, produced a group of speakers that left nothing to be desired, as well as a menu and incidental diversions that were beyond criticism.

The Costume Dance

THE first feature of the Entertainment Program of the Convention was the costume dance on Tuesday night, which was held in the convention hall on the eleventh floor of The Traymore. This dance had been planned

were awarded by vote of those present. The first prize for men went by enthusiastic vote to Edward Burt, of A. L. Burt & Company, who made a triumphant appearance as "Tarzan of the Apes." It was agreed that Mr. Burt gave indications of biceps and chest expansion that would have done credit to the jungle hero whose books he has distributed in such tremendous quantities. He consented to dispense with his vicious looking club during the dance that followed. The second prize for men went to H. S. Hutchinson, of New Bedford, who impersonated Captain Eri, dressed in rubber boots and slicker.

The first prize for women was awarded to Grace Gaige of R. H. Macy & Company for her representation of "Outline of History." This had been achieved by long and arduous planning between herself and the Macmillan Company, whereby all the illustrations of the set had been printed on white satin which had afterward been made into an attractive evening gown. These pictures, the portraits, maps, etc. appeared as clearly as on paper at different places on the gown. The second prize for women was given to "Raggedy Ann" and "Raggedy Andy," but, as there were two sets of these famous dolls on the floor, lots had to be drawn to see which got the prize, and the lot fell to Dorothy Grant and her sister, Sidney Grant. The other doll twins had been impersonated by Mr. and Mrs. Eugene L. Herr. These two pairs of dolls had been among the most diverting features of the show and were among the few that were completely masked, so that the audience did not know who had come in these quaint costumes.

Among other interesting costumes were "Johnny Dines," the cowboy character from Stensons of Light," impersonated by Harrison Luessler. Mr. Luessler acted as floor manager for the dance and manager



HARRISON LUESSLER AS "JOHNNIE DINES" FLOOR MANAGER OF THE DANCE

and promoted by the Women's National Book Association as its special contribution to the diversions of the convention, and it proved an occasion enjoyed not only by those who took part in the dancing and appeared in costume, but by all the others of the convention who watched the proceedings.

Thirty or forty different costumes appeared, each representing some book title, and prizes

of ballots; Theodore Fredenburgh, another Houghton Mifflin traveler, appeared as "The Riding Kid of Powder River." Mrs. Levy in the strange costume of a sign-board supplied amusement and laughter, her sign reading, "Main Street" corner of "Lewis." Madge Jenison, of New York, set many puzzling over her costume of "The Great Desire." Tina Cummings of Buffalo had a delightful costume for "Ramona." Belle Walker appeared as "The Bubble Books," and Mrs. E. C. Burt as "The Thousand Ways to Please a Husband." Josephine Pfanstiehl as "Janice Meredith." A costume of unusual daintiness was that of Ruth Stanley-Brown, who appeared as "Eleanor" from Cabell's "Figures of Earth."

There was considerable interest in the fact that Mr. Shoemaker of Penn Publishing Company had offered a prize of an aeroplane trip for the best costume representing one of the Penn publications. This prize was won by Miss Hubley, of Frederick Loeser's, who impersonated "Hannah Bye." Miss Hubley took her trip in the aeroplane on Thursday afternoon.

The Play

"Eva, the Bookseller's Daughter"

THE much heralded play on Wednesday night proved to be one of the most bright and shining episodes of any recent convention. The Committee which had planned it had secured for the occasion the stage on the Steel Pier, and the convention delegates turned out *en masse* to see the performance.

This heroic tragedy of "Eva, the Bookseller's Daughter" was written by Robert Gordon Anderson of Putnam's, with music by Charles H. Denhard, of Croot and Denhard. There were many suggestions that a repetition of this performance ought to be given in New York in order that many others could enjoy its humor. At the end of the last act the audience gave repeated curtain calls to the cast and insisted on having the author and the composer appear.

The part of Cyrus Overstok, a bookkeeper disguised as a bookseller, was admirably taken by Earle H. Balch of Putnam's, whose change from a timid and bulldozed dealer to a prosperous and lordly merchant was a delicious comment on bookselling conditions. The part of his charming daughter, who worked in the bookstore, was acted by Adam Burger, of Harper and Brothers, whose histrionic powers no one can deny, and the bold errand boy was played with great gusto by John Winters, of the Century Company, who had insisted on disfiguring his features by adding a larger bridge to his nose.

As salesman of vigor and dresser *par excellence* the part of Seymour Sayles could not have been given to a more competent delineator than Melville Minton, of Scribner's, and his transformation in the last act brought

chuckles to all who know his usual selling technique. Guy Holt, of McBride's, took care of the part of the customer and later of the sales manager who became the cringing typist for the prosperous bookseller. Mr. Holt also had the delicious lines of the opening prolog. The rest of the cast, including Knights of the Grip and decrepit publishers, were acted with great enthusiasm.



DOROTHY AND SIDNEY GRANT AS RAGGEDY ANN AND RAGGEDY ANDY

Program of the Play

The Guilty Guild
presents
EVA
THE BOOKSELLER'S DAUGHTER

AN HISTORIC TRAGEDY
in *Three Acts*
by

ROBERT GORDON ANDERSON

with Music by
CHARLES H. DENHARD
at the
STEEL PIER THEATRE
ATLANTIC CITY

AMERICAN BOOKSELLERS' CONVENTION
May 11, 1921

THE CAST

Cyrus Overstok, a bookkeeper disguised as a
booksellerEARLE H. BALCH
Eva Spearmint Overstok, his flavor-lingering
daughterADAM BURGER
Abie Crapsovitch, the bold errand boy.....
JOHN WINTERS
Seymour Sayles, of the Force-Sayles Co., Star
TravelerMELVILLE MINTON

Gallant Knights of the Grip

Fox TrottHOWARD LEWIS
A. SleeperLEON ARCHER
R. E. BatesPHILIP ANDERSON
P. NuckleJAMES MALLOY
Kelley PooleWALTER THWING

CustomerGUY HOLT
Publishers....MESSRS. LEWIS, ARCHER, AND
P. M. ANDERSON
Mr. Pinney, the Sales Manager....GUY HOLT

THE SCENES

PROLOG.—Guy Holt.
ACT I.—The Overstok Bookstore in Xenia-
polis. About 1906.
ACT II.—The Hall of the National Publishers
Association.
ACT III.—Overstok Bookshop, 1921.

SONGS

Lyrics by Mr. R. G. ANDERSON.
Music by Mr. DENHARD.

"I'm Only a Bookseller's Daughter".....
Sung by MR. BURGER
"Travelers' Song"Sung by THE COMPANY
"Poor Bookseller"
Chorus by MESSRS. LEWIS, ARCHER, P.
ANDERSON, MALLOY, THWING, AND HOLT
"Said Mr. Shakespeare to Harold Bell Wright"
Sung by MR. BALCH
(The music for this song was composed by
Mr. Balch.)

"Under the Rouge They're the Same".....
Sung by MR. MALLOY
"Curtain Song"
Sung by MR. BALCH AND COMPANY

Directors...R. G. ANDERSON AND E. H. BALCH
Musical Directors.....C. H. DENHARD AND
E. H. BALCH.
Prompter HARRY SAVAGE
Property ManPHILIP M. ANDERSON
MobALBERT KNAPP
Stage HandsTHE COMPANY
Wardrobe Mistress CEDRIC CROWELL
Undertakers THE A.B.A.

The lyrics for this occasion had lines that
captured the fancy of all the audience, espe-
cially Mr. Burger's noble ditty on "I'm Only a
Bookseller's Daughter" and the more elaborate
verses of "Said Mr. Shakespeare to Harold
Bell Wright." At the end of the performance
the full words of the opera were sold by the
official barkers, Messrs. LeGallez and Siddall.

"I'M ONLY A BOOKSELLER'S
DAUGHTER"

(As Sung by Eva (Adam Burger))

"I'm only a bookseller's daughter
As unhappy as flapper can be,
For Pa cannot buy what he oughter—
Silk stockings nor fine lingerie.

"I don't ask for Rolls-Royce or Tin Lizzie,
All I want are a few simple duds;
All Dad asks is to be enough busy
For rent and his Saturday suds.

"Folks pay out good cash to the grocer,
The butcher, the brewer, the cook,
You may laugh, but it surely is so, sir,
They hate to plank down for a book.

"They'll beg 'em or steal 'em or borrow;
From libr'y or Womrath will rent;
But it causes them infinite sorrow
To put out for a book one red cent.

"The publishers are cruel and brutal
And stingy with discounts and terms.
They long for our utter and total
Destruction—like so many worms.

"Now if Dad were only a brewer,
Or would sell just a little good hootch,
We could throw all the books in the sewer,
And I'd be wearing silk undies and such!

"Now, ain't it a shame? On the level
How can a poor gurrul be ca(1)m?
With the book business gone to the devil
It's got so it ain't worth a damn!"

Books and Balloons

THE banquet of the convention was featured as the American Booksellers' first annual "circus: a dazzling assemblage of antics and acts, exhibited in the "Subdebmarine Grill" of the Hotel Traymore, and it bore testimony to the cleverness and originality of Whitney Darrow and a corps of assistants. Four hundred gaily colored balloons (inflated, it was said, by Gallez Gas) floated from as many chairs around tables on the marble terraces of the grill.

Guests were seated quickly to give space for the circus parade which was led by Jim the Gallows, sometimes known as James Le Gallez, of the Philadelphia *North American*. The trained animals were carefully labelled and shrouded. The banquet program was one of the best feats of the whole circus, cleverly announcing all the performers and side-shows and a synchronized menu.

Kenneth S. Clark of the Community Service New York was highly successful in introducing all the guests into the arena, by leading them in to the tune of "Mammy," "Ohe, Liza," "Smiles" and other songs with and without antics.

Elizabeth Spencer, well-known as a maker of musical records, gave several songs between courses of the banquet.

Before the addresses, Mr. Clark successfully put into limericks and sang to a Princeton melody the careers of many of the celebrities present.

"Sing Hey for the A. B. A."

(To the tune of "Princeton Faculty Song")

ORIGINAL PRINCETON STANZA

HERE'S to Andy Eight-Million West,
Sixty-three inches around the vest,
At gathering money he is the best,
Here's to Andy Eight-Million West.

NEW VERSES BY KENNETH S. CLARK

Here's to Robert Bridges who
Is editor and poet, too.
He's pinch-hitting to-night in truth,
Just like an after-dinner Babe Ruth.

CHORUS

Sing hey, sing hey for the A. B. A.
Let music play, a roundelay.
For we are off for a holiday
Till early in the morning.

II

A prudent man is Edward Bok—
He knew when to stop his business clock,
And now his hobby, so they say,
Is "music for Philadelphia."

III

Roland Morris heaves a sigh
For the land of "Madam Butterfly"
And now that he's once more come back,
We'll drink his health in jap-a-lac.

IV

Old Fred Melcher is no dub
At lecturing a woman's club.
As soon as they have heard him speak
They go and buy "a book a week."

V

As president we chose Gene Herr,
Atho he lives in Lancaster.
He wears those horn-rimmed specs so much
So he won't look Pennsylvania Dutch.

VI

Tho Seeley Conover's no spring chick,
His spirits still have lots of kick.
No man in Amsterdam, Noo Yawk,
Has such a bubbling flow of talk.

VII

Charlie Burkhardt's fame is bright,
As our best conventionite.
He's always last to leave the wreck,
But, gosh, he misses his pinochle deck.

VIII

Harold Kinsey's a well known man,
'Cause he's so Cosmopolitan.
Better take his yarns with salt, say I;
But isn't he the handsome guy!

IX

"I only wish," said Hulings Brown,
"They'd let me pick convention town;
For then we'd meet, by jiminy,
In Montreal or Bimini."

X

Our Bob Anderson, sure enough,
Is stealing Dave Belasco's stuff.
D. W. Griffith says, "I'll step down
And let him wear my movie crown."

XI

Adam Burger sure was great
As a Little Eva up-to-date;
As Lady Macbeth he'd make a hit,
If he could only grow a bit.

XII

Altho no real book-selling was done
By Dave O'Connell in Washington,
He helped one book to gain its fame—
The Congressional Record, that's its name.

XIII

Old Vernor Schenck we nominate
To be the Bishop of his state;
The Bishop's rôle would be well done,
For, goodness knows, he talks like one.

XIV

If our John Kidd had been alive
When Isaak Walton used to thrive,
He'd have made himself a Rockefeller
By making Isaak a real best seller.

At the head table, President Eugene L. Herr presided, introducing as chairman, Robert Bridges, editor of *Scribner's Magazine*. Edward Bok, formerly editor of the *Ladies' Home Journal*, was the first speaker, entertaining the audience with stories of his "little collection of two million women" and some of the stories and poems that had not been printed for them. His tribute to the "live town" that

he had gone to thirty-two years ago was appreciated.

Dean Andrew F. West of Princeton University followed, with suggestion of some of the great inventions of the past centuries, giving credit to printing as the invention that had made possible the coming together of all ages and all peoples. Roland S. Morris, former U. S. Ambassador to Japan, made a most earnest appeal that booksellers help increase the understanding between the east and the west by greater knowledge and wider distribution of books on the Orient.

The After Dinner Speeches

PRESIDENT HERR: If there is any author who wants to write a mystery story, I have a good title and a marvelous plot to suggest to him. The title is: "The Lost Gavel" or, "Who Took the Knock Out of the 1921 Convention?" The gavel I had when the Convention opened has not been found. I have deduced the fact that some traveling salesman stole the gavel, so the booksellers could not knock any more. In every respect this Convention has been truly up to date. It conforms strictly to the Eighteenth Amendment—a kickless Convention.

The American Booksellers' Association is twenty-one years old tonight and I was just speaking to the gentleman on my right here, about the banquet that I attended twenty years ago. We had a little room alongside the office in the Herald Square Hotel and I think we had somewhere between sixty and seventy-five people at the banquet. How much we have to be thankful for—all of us—for the good things that have come to the book-trade in the last twenty years. We feel that nowadays, instead of kicking each other, we can pull together and co-operate.

There has come to us tonight a great disappointment, and to one of our speakers, I have no doubt, a great shock. One of our guests was William Allen White, of Emporia,

Kansas. Mr. White arrived at three o'clock this afternoon and when he got here, he received a telegram notifying him that his daughter had been thrown from a horse, and was suffering from a fractured skull. Mr. White left for his home at once. We sincerely hope that the accident may not be serious.

Two hours of dancing in the grill brought to a close the successful climax of the convention.

This Convention, I think, is one of the most successful that the Association has ever held and there are two men whom I want to mention by name, for the part they have had in making this Convention a success. No credit belongs to me. These men made it a success. One of them is the man who planned and carried to completion the program of the sessions, Mr. Cedric Crowell, of New York, and the other one is the man who has labored since last fall, planning the entertainment that you have seen thruout the week, and winding up with this extraordinarily unique banquet, Mr. Whitney Darrow. [Applause.]

The change in the program has resulted in this: Dean West, on the spur of the moment, has agreed to deliver a speech and his address will come at the end of the evening. This left a gap to be filled, and I introduce Mr. Robert Bridges, the well-known editor of *Scribner's Magazine*, as toastmaster of the banquet.

Toastmaster—Robert Bridges

MR. President, Ladies and Gentlemen of the American Booksellers' Association: It is an embarrassing position for a gentleman to be put in at the last moment, to run a show of the selling force of anything, because an editor is supposed to be that terrible man who simply spends the money that you, and the business department, and the advertising department accumulate with great effort. He is a useless appendage in the eyes of the advertising man. I have had that told to me many times. He is simply the gate thru which the gold is poured out for no particular purpose. Now tonight I hope that I shall release, and with very little preliminaries, the two or three gentlemen who are to address you.

I have had the good fortune to know these men, and I know they will give you some wis-

dom, some jest, and something to think about.

Mr. Bok is the first speaker. When I first appeared on *Scribner's Magazine*, Bok was there. He and Frank Doubleday could do anything. They had a little paper called *The Book Buyer*. They wrote it, published it, distributed it, made it a powerful house organ, and the story still persists that once a month, Bok and Doubleday would gather up the London newspapers, the supplement to the *Times*, the *Athenaeum*, the *Spectator*, and then they would announce to an office boy: "Don't disturb us; we are going down to the basement to write our newsy London letter." Out of that experiment grew Mr. Bok's first successful venture—Bok's *Literary Leads*.

I want to say seriously, that Mr. Bok has put over a great many things in this country. I was once out at the farm that I own, and

I looked at the letter-box, which was eighteen inches long, and the farmer came along and said: "The Government has ordered those letter-boxes changed, sir; we will have to have a new one there." I said: "Why?" He said: "The letter-boxes all over the country must be made over to accommodate the *Ladies' Home Journal*." That is a fact. Anything Bok undertook to do was done, even if he had to overthrow the Government.

The best thing he has done is to write his

Mr. Edward Bok

MR. Chairman, Ladies and Gentlemen: Two men were discussing a very pretty girl and one of them said: "She is really a pretty girl?" and the other man said: "My boy, that girl is so pretty that when she gets into a street car, all the advertising is a total loss!" Now, I feel as if the thirty-two years since I left the bookselling business are a total blank tonight. It seems to me like coming back into the family, and I can say with the strip picture man, "Ain't it a grand and glorious feeling!"

I wasn't told exactly how long I was to speak to you, but I will take the advice of a veteran speaker, who was asked by a young speaker: "What really is the successful after-dinner speech? How long should it be?" And he said: "About as long as a woman's dress—long enough to cover the subject and short enough to be interesting." I will try to make this speech just about right, as the colored janitor said, when the tenant in the apartment house made some home-brew. The tenant had taken one swallow of it and made up his mind that it was not for him, and he passed it on to the colored janitor, and the tenant said: "Well, Sam, how was it?" He said: "Just about right, Boss." "Well," he said, "what do you mean by just about right?" "Oh! well," he said, "Boss, if it had been better, you wouldn't have given it to me, and if it had been worse, my God! Boss, I would have died!"

Now it is exactly thirty-two years since I left New York and the book business. The reason I left was because New York was too cramped; it was too small; it didn't offer enough chances to me. I wanted to go to a city where there was pep, where people were doing things, where there was plenty of life, and where there was electricity in the air, and so, naturally, I went to Philadelphia. [Applause.] No, I didn't go in that spirit. I wasn't like the man, who, the other day, with a very worried face, came up to the Information Bureau of the Pennsylvania Railroad in New York and said to the young lady there: "Young lady, I have to go to Hoboken, New Jersey." And the young lady looked at him and she said, with a smile: "Well, are you asking for information, or are you just telling me your troubles?"

I went to Philadelphia, and if you think a man cannot lead a busy life in Philadelphia, well, Morris came back from Japan and since

book, "The Americanization of Edward Bok." (This is an advertisement for my firm.) It is a good book, notwithstanding, and it is the epitome of the career of a man who has not only succeeded in doing the right things, worth while things, but things that have made this country a better place to live in. I have great pleasure, ladies and gentlemen, in introducing Edward Bok, former editor of the *Ladies' Home Journal*, as the first speaker on the program. [Applause.]

he has been back in Philadelphia, he thinks Tokio is a sleeping post.

I went to Philadelphia because I heard the call of the ladies of America. Of course, any man would respond to that, so I went there, and I became, as Eugene Field said, "The nicest ladies' editor in America." After thirty years of it I thought I would quit. I had then made up a little collection of two million ladies, and that is enough for any normal man. I decided to go while the going was good, and so I handed over my collections of ladies to my successor. Then, when I kissed the ladies good-bye, figuratively speaking, I wrote something, and I sent it to Scribner's, and after they had held two or three special meetings of their Board of Directors, they decided to risk the book, and as one bookseller said to me: "Well," he said, "I thought if Scribner's could risk it, I could risk it," and he did and so in that way I came back to you, and I am glad to be back. I don't know whether I should feel sorrier for you or gladder for myself. Perhaps I am like the man who swallowed a gold dollar, and he didn't know whether he was a dollar in or a dollar out.

If you will allow me to drop into a serious mood for a moment, a mood into which I think an after-dinner speaker should never drop—I want to say just one word seriously. Ostensibly I came here this evening to enjoy dinner with you. I really came to look into your faces and to thank you with all my heart for the splendid things you have done to my book. I cannot begin to thank you and I want you to have the recollection that for once in your lives, you saw an author actually stand up and say that he was completely satisfied with the way his publishers handled and advertised his book and the way the booksellers sold it. I thank you more than I can say. [Applause.]

While I was a renegade from the ranks, away from you, I had some experiences, as a man is apt to, when he is editor of a woman's periodical. One of the things people would say to me, as they say to every editor, was: "Why don't the magazines print something that is worth reading?" Well, every editor has an answer to that.

What those folks who ask this about the magazines don't take into consideration is, the stuff that they don't read—that the magazines don't print, and it is some stuff, and I am

going briefly to give you an idea of one or two things that you are spared from when you read a magazine.

You will find a gem of the most unconscious humor in a serious manuscript. For example, here is a case in which the author is trying to picture a quiet moonlight night, with stillness hanging all over the estate, and she wrote:

"Night was now deep around the great and gloomy mansion. Not one of its sleeping occupants moved—not a sound was heard, save when some bird in the tree-tops slipped inadvertently from its perch."

In a manuscript depicting a murder was this astonishing bit: "The murderer was evidently in quest of money, but unluckily Duncan had deposited all his funds in the bank the day before, and so he lost nothing but his life."

Until I became an editor, I had always believed that many of the questions and answers printed in the average magazine were made up in the office. Only a few days after I became an editor, I got this letter:

"I have become engaged to a very worthy young man and we have fixed upon a date next month for our wedding. Now, what is the proper time for me to get my parents' consent to my engagement?"

Every editor is remembered by the budding genius of the small town. It is generally a girl who has read her graduation essay at the High School, and everybody says: "You ought to get that printed," and from that moment the editor's trouble begins. The teacher, physician and minister back her up, and the editor gets the precious composition. Here is one of them, a story which contained this remarkable sentence: "A bright tear glistened in the moonlight, as it fell below on the woodbine and honeysuckle that had twined each other's self around each other's own self, as they climbed life's ladder together."

One day there came to me a manuscript that was three hundred and eighty pages long, or an essay on Woman and it began in this way: "Woman—what is Woman? Rather should we not ask, what is she not? Fair Woman! is there anything she is not? Beautiful Woman! What has she not done? Nothing!"

Another girl wrote this letter: "Our minister, who is a very smart man, thinks that this poetry is very good. He says it is as good as some which Mrs. Browning wrote in Portuguese, but as I have never been in Portugal, I never read what this lady wrote. All my friends say it is my very best poem. I tell you this because you may be too busy to see it right away.

"THE LOVER'S FAREWELL.

Oh! fare you well, my dearest dear,
Oh! fare you well for a while,
I go away, but I'll come back again,
If I go ten thousand miles.

'But who will take me out,' she sighed,
And who will glove my hands,
And who will kiss my ruby lips
When you are in foreign lands?"

'Your brother will take you out,' he said,
Your mother will glove your hands,
And I will kiss your ruby lips
When I return again."

There are times when stories are so dramatic and so thrilling that at last there is absolutely nobody left. Anthony Comstock said of a play once that it was in five acts and twenty-eight "My Gawds." Here is the way one story began:

"Looking the very likeness of a wounded queen, Louise arose from whence she had been sitting. Her face was deathly pale, as white as snow. With a look that will never be forgotten, she turned her eyes fully upon her father and said in a queenly voice that sounded as of the grave: 'Father, I cannot marry Mr. Wharton; I just can't.' She reeled, fell into a heap in the chair, whence she had arisen, and was dead. At that moment, Clarence rushed into the room and seeing the dead form of his beloved, he shot eyes of fire at the quivering form of the beloved's father before him and said: 'Murderer, you have killed her,' and before he could be stopped, a pistol shot rang out upon the air and the father fell beside his daughter's body, while a quick pulsation of the heart took possession of the distracted mother, and she remained sitting, dead in her chair. Maddened with the sight before him, Clarence rushed out of the room, and when morning broke, his crushed body was found at the foot of the stairs." [Applause.]

MR. BRIDGES: I think you will all agree that Mr. Bok delivered the goods, and probably sold eight or ten more editions of his book. I hate to think of the size of his royalty account. But I would like to ask some of your clever business men—it is beyond me—that if he gets one thousand dollars exemption on each of his two million women, how much income tax does he have to pay?

His Excellency, or His Excellency once removed, Roland S. Morris, was, while our Ambassador to Japan, from the reports of men of all parties, one of the most valuable, tactful and able men that we ever sent on such a mission. I have heard it from many travelers who have returned, who heard of his work, not only in Japan, but on the mission to Siberia when he was sent to report on the Kolchak resistance to the Soviet Government. I am told that the report which he made on the Kolchak episode is one of the most interesting and valuable of unpublished books. I give this hint to publishers, because I believe the Government will eventually issue it. When it is issued, it will reveal a dramatic and sad, and in some aspects, a tragic comedy. I introduce to you the Honorable Roland S. Morris, lately our Ambassador to Japan. [Applause.]

Mr. Roland S. Morris

MR. Toastmaster and my Friends: I know you will fully appreciate the difficulties under which I labor this evening. I cannot prove myself in any way equal or deserving of the very generous words with which the Toastmaster has introduced me, and I certainly can prove nothing but an anti-climax after that brilliant, interesting, and witty speech of Mr. Bok. I find myself here on this raised platform, with those who can claim to have been booksellers in the past, writers, authors and publishers, and I haven't been a bookseller, and I am not an author, as I have never written a book, and I am not a publisher. I thought perhaps one reason might be that I could qualify as that rare person, a book buyer. [Applause.] I assure you that I welcomed this opportunity to come back among my own people under circumstances as delightful and as pleasant as these are.

The Toastmaster has referred just now to a trip which I had the privilege of taking thru Siberia, the seat of the then so-called Kolchak Government. It was indeed a very wonderful trip thru an extraordinary country. But we had with us one who was a joy forever, our cook, by the name of Abdul, and Abdul had no use for any foreign lands or any foreign people. For years he had been on the C., B. & Q. as a dining car cook, and he longed to be back in God's own country. One morning I saw him looking out of the window very mournfully. I said to him: "Abdul, you look terribly distressed this morning, what's the matter?" He said: "The more I see of these damn foreigners, the more I love the folks I hate at home."

There was another reason that occurred to me as possibly the one cause of your asking me to come here this evening, and that was perhaps to express indirectly your gratitude and appreciation to me, as one who had lived for several years in Japan, to Japan, for the large number of books which it has recently inspired. I thought that might be the cause, until I inquired a few minutes ago of your President, and I asked him rather hopefully, whether, in Lancaster, Pennsylvania, there was any call for books on Japan, and he answered—it seemed to me rather irrelevantly—that the last of the second-hand book stores had ceased to function in Lancaster.

And still I do want to assure him, and I know I don't have to assure you that there has been an extraordinary number of books recently on the general subject of Japan and our American interests, not only in Japan and in China, but in the whole Orient. The history of our literature on Japan in particular, is one that it seems to me it is worth our while recalling.

Those of us who are older can easily remember the time, not far distant, when the books that were published on the subject of Japan had such titles as "The Charm of

Japan," "The Beauty of Japan," "The Mystery of Japan" and suggestive titles of that kind. They were followed a few years later by books of interpretation, interpreting Japanese life and Japanese art, and giving us something of Japanese history and institutions, and then recently we have had a very startling change. I don't exaggerate it by saying that almost every week there comes to my desk a book with a new title, such as "The Menace of Japan," "The Peril of Japan," and only recently, as if to throw out the challenge definitely, "Must We Fight Japan?"

Notice the contrast between these earlier volumes of appreciation and these recent volumes of challenge. I think it is worth our while to ask ourselves the reason for this change. Many people ask me since I have come back: "Is this recent literature on the Orient a product of propaganda?" To which I reply: "Yes, there is some propaganda in it." Then others ask me: "Is it an evidence of racial feeling or racial hysteria?" and again I have to say: "Yes, there is some element of racial feeling in it," but I don't think you can explain the character of this recent literature on that subject by any one of those explanations. I am inclined to think, and I submit it for your consideration, that it goes deeper than that. I think it is probably caused by the fact that we are, as a nation, getting into closer association and contact with the Orient than we have ever been before and that that closer association is raising problems and questions and irritations and frictions inevitably, because it is becoming closer and closer every year.

It is not only diplomatic, it is not only cultural, but it is also commercial and industrial, and out of that contact have grown these questions, and out of these questions have come the expression in books of some of the questions and irritations, and the one thought that I would like to leave with you tonight, because I believe in the years to come, you are going to find this literature growing and these problems pressing more and more for some reasonable and appropriate solution, the thought I want to leave to you is this: That this contact of Western thought and Western life and Western ideals, with the great, and in the past, this mysterious East, is just one new test in an age long experimenting that has been going on in our world, a test ever new to us, but still a test that has been tried before.

I have not time and you have not time to listen if I wanted to ask you how often in the past the East and the West have been brought together in the days of the Mongol invasion in the thirteenth century; later in the days of the Portuguese and Spanish and Dutch invasions on the Pacific, who opened up the ports of China and the ports of Japan and brought a closer contact with those people and those nations? But I do want to point out

that in all those cases in the past, that effort ended in failure, for after the effort was made, the peoples of the East and West once more separated; a wall was built between them; there was little contact and the East went on its way and the West went on its way. But now, in this modern age of ours, we face a very different problem.

With the growth of communication, the speed of communication, with the wireless and the telegraph, and all the things that are binding us together, we are finding that commercial necessity, economic pressure and all these elements of contact that are being built up are forcing a closer association between the peoples of the East and of the West, and the striking thing for us Americans is this, that because of our long reach of coast on the Pacific Coast, because of the fact that we have gone beyond the coast of the Pacific to Hawaii and the Philippines, and have made our way right to the rear of Asia itself, the brunt of that new experiment, this new effort in this age long experiment, will be largely upon us.

We as a nation have got to learn something about the peoples of the East, their ideals, their aspirations, because our interests, our trade, our coast line, are along the Pacific and on the Pacific and we cannot ignore the problem of working out some adjustment that will not be the failure that the other adjustments have been—when Europe and Asia tried to find some common basis of thought and failed.

And if you ask what practical suggestion I have to offer, may I be bold to say just this: May I ask you to discourage at a time of this kind, hysterical and exaggerated statements about our problems with Japan or with China or with the Orient; to discourage and discourage in large measure, the highly colored statements that are made about difficulties that quite clearly and obviously exist. And on the other hand, constructively, may I ask you to give your sympathy and interest to encourage the body of men that we are developing in the United States in our consular and in our dip-

lomatic and commercial life, who are giving to these problems today, earnest, studious work, and only in order to find some means of penetrating into the life and thought of the Orient and making that contact easier for both people.

I wonder if you realize that we have been developing in the last ten or fifteen years an extraordinary body of men in the consular and other services, with education, with ideals, and with industry, who are going out to study the language and the history and the ideals of the people of the East, to endeavor to be the pioneers for us of a better understanding with them. Those are the men that you do not often hear about. You don't read about their efforts in the papers. They are not headlined as are your questions between the nations of the East and our Government from time to time and yet they are doing earnest, serious work, which means everything to the lives of our people, in adjusting this relationship, which our geographical and our commercial position has forced upon us.

Do you ever think what would have happened to the public opinion and thought of Great Britain, if it had not had men like Burton and Johnston and the explorer Baker, who had trained themselves to understand the peoples of Africa or the Orient, as the case might be, and thus bring the British Empire into closer association.

As we may have to, in the books that are being published, in the work that is done, may I ask you to give to those prominent officials of our public life, who are doing this work for you and for me—your interest and your sympathy and your help. Make it worth while to them, so that our college men will go forth into that kind of work, determined to learn about the peoples with whom we must and will live in peace.

If we can do that, we can make a real success of this contact of East and West, which has been marked with failure in the past. [Applause.]

Dr. Andrew F. West

LIKE Ambassador Morris, I cannot claim to be a publisher or seller, and only in a modest way to be a buyer of books. It isn't, however, for want of effort on my part that I have failed to become an author. I have tried hard enough, and one firm—I hope it is not represented here—accepted a book from me rashly, some years ago, and in three months they went into the hands of a receiver. Another firm accepted another book but on the express assurance that I could not expect an immediate large sale, but that I might expect what was called "a steady sale." This was afterwards explained to me by the head of the firm, as meaning one copy a year. Those are the rocks that beset or confront an intending author.

From a child I tried to write, at school—in my earliest days. I gave promise of being

a writer in my first two baby essays, one on the Horse, which opened with this sentence, which I hand to Mr. Bok: "The horse is a noble animal with four legs, one at each corner." That, however, didn't make a great hit, any more than my other essay of that period, which opened with a similar sentence, notable for its clearness, directness and comprehension: "There are three kinds of water: salt water, fresh water and soda water." This is Artemus Ward's description of the roses in Africa: "The white rose, the red rose and the negroes."

Then I took to what I called poetry; others called it verse, and some, doggerel. There I can confess to a long record of attempts to scale Parnassus, to get up where the Muses live, but I got no higher than the foothills. I am going, since you are very kind, to let

you have one of these gems, which has never been able to win the favor of any publisher. It was written on Omar Khayam:

"A nobleman out in Siam,
Spent his time reading 'Omar Khayam,'
Said: 'Shade of Omar, I'm sure you're old
Homer,'
And the Shade of old Omar said 'I am.'"

I got \$1.50 for that.

From these high occupations, I turned to the humble work of education. I think it is the most interesting thing in the world. Education to me, is the most ennobling and engrossing thing that can engage a man's attention, because when you remove youth and the promise of youth and the training of youth from this world, it is as Pericles said of the young dead of Athens—like removing the Springtime from the year, and I believe contact with that is what keeps people young. How teachers and professors become old and fussy, I do not understand. Certainly, it is not the students who make them old; it must be the routine.

But in the field of education, I have had some interesting side experiences. I throw out this hint to all publishers. I have thought of writing a little book on "Mothers I Have Met." A very delightful lady had a son in college, who had taken my course in Latin poetry, and after we had been running a month, I happened to meet this lady and she said: "You don't know how my son appreciates that course." She said: "He thinks it is the finest thing he has got." I said: "I am delighted, but I think I do know how he appreciates it. I think he would appreciate it if he were there, but he hasn't been there." That is one of many such instances in relation to mothers and sons.

But I am going to turn back to education in its aspect, in relation to books. We talked about modern inventions in the nineteenth century and talked about progress and inventions and science, until the twentieth century came. There never was a century so fond of itself as the twentieth, but there are other things that are great and abiding in this world. We think of the despised middle ages, so often called the Dark Ages, and there were things done and made then which we would be very sorry to part with—so simple and valuable a thing as the clock. The mechanical clock, with its machine winding, is a medieval invention; the organ, that noblest of instruments, is a medieval invention, and the mariner's compass, the guide thru the sea. What are we to say of the discovery and use of fire for cooking? What are we to say of the invention of the wheel, without which no machine would turn? What are we to say above all, of that greatest of human inventions, the earliest of human inventions, so far as we know—the use of speech as a means of record and writing, without which to-day there would be no books; there would be no record of human doings; there would be no preservation of the arts and sciences.

What is a book in mathematics, anyway, with its symbols, but a book in shorthand? What is every book in science but a book in shorthand. Without those things, we may say quite safely that civilization would have been thrown back into the primitive stage or would be arrested altogether, and yet that invention of writing, which led to the making of books, developed at the end of the Middle Ages, the art which preserves all arts, and diffuses all knowledge. The art that makes your profession possible.

Books and education are undervalued. Into a little book which you tuck under your arm and hardly notice, you can put all the poetry of Virgil, or all the great thoughts of this or that genius of the world, in less print than now fills the columns of the Sunday newspaper. Great books, education, bookselling, and book using and book buying—all mean the preservation and maintenance of human knowledge.

And in books we do see the dead alive. With a book, on a quiet winter night, by a lamp, the boy who is tired of school and tired of play, and yet not tired enough to go to sleep, will sit there with his books of adventure and travel. Think what it means to the boy who grows up in a home where nothing is read much, except by father, who reads the stock reports, mother, the woman's page, and baby, the comic supplement. What chance has he? Why isn't he taught and shown and helped to see the delightful things in reading? Knowledge is the food of the mind as truly as bread is the food of the body, and to make that good book, in a good form on a graceful page—to make the book a work of art—is to make knowledge attractive, to develop good taste. To circulate that book is doing missionary work for civilization and that is what you have undertaken.

Books bring past ages before us, and if printing dies, and the language dies and books die, then civilization dies with them. How great a thing it is to have been an agent in producing or distributing or using such a priceless influence in this troubled world. But I have talked shop enough even to you in a kindred field.

I once sat at a dinner in Trinity College in Dublin, which I think is the home of the finest wit in the academic world of Europe or America, and there I met the Dean of Trinity. He was then eighty-two years old, and he was asked, after he had taught young men for sixty years, what he thought was the best evidence that a man was educated. He said: "To enjoy good nonsense, next to good sense. The man who doesn't enjoy good nonsense is not an educated man." I thought it a wise saying, tho I didn't understand it. I talked, I being young, and he, old. I said I wanted to tell him, if I might, that the celebrity of his books in America was as marked as it was in Great Britain. He raised his hand and said: "Are you so young that you cannot do anything but talk shop to an old man?"

Record of Attendance

NEW ENGLAND

Massachusetts

Burg, Fannie, Williams' Bookstore, Boston.
 Beckford, Bertha (Mrs. Edward Ely Hoxie),
 Gardenside Bookshop, Boston.
 Beckford, Miss Frances, Gardenside Book-
 shop, Boston.
 Brown, Hulings C., Little, Brown & Co.,
 Boston.
 Brown, Mrs. Hulings C., Boston.
 Bruce, Frank, Houghton Mifflin Co., Boston.
 Christopher, Joseph, Christopher Publishing
 House, Boston.
 Donahue, Fred L., and wife, Schoenhof Book
 Co., Boston.
 Dragon, A. J., Old Corner Bookstore, Boston.
 Fitzpatrick, Teresa S., Atlantic Monthly
 Press, Boston.
 Fredenburgh, Theodore, Houghton Mifflin Co.,
 Boston.
 Gregory, Warren F., Lothrop, Lee & Shep-
 ard Co., Boston.
 Gregory, Mrs. Warren F., Boston.
 Gregory, Miss Hope, Boston.
 Greene, Joseph F., Little, Brown & Co., Bos-
 ton.
 Kendall, R. W., W. A. Wilde Co., Boston.
 Lander, John E., Lothrop, Lee & Shepard
 Co., Boston.
 Leussler, Harrison, Houghton Mifflin, Boston.
 Schenck, V. M., The Pilgrim Press, Boston.
 Seraphine, P. J., Boston Herald, Boston.
 Taylor, S. W. H., Boston Evening Transcript,
 Boston.
 Thornhill, Arthur H., Little, Brown & Co.,
 Boston.
 Vass, Edward J., Small, Maynard & Co., Bos-
 ton.
 Waters, William C., Boston.
 Wright, W. H., Little, Brown & Co., Boston.

Ticknor, Benjamin H., The Riverside Press,
 Houghton Mifflin Co., Cambridge.
 Wilkins, Mrs. Fred E., Danvers Square Book
 Shop, Danvers.
 McFarland, L. W., Adams Bookstore, Fall
 River.
 McFarland, Mrs. L. W., Adams Bookstore,
 Fall River.
 Hutchinson, Henry S., H. S. Hutchinson &
 Co., New Bedford.
 Saltmarsh, Robert C., H. S. Hutchinson &
 Co., New Bedford.
 Lyman, C. H., Bridgman & Lyman, North-
 ampton.
 Baker, Harris W., G. & C. Merriam Co.,
 Springfield.
 Johnson, Arthur S., Johnson's Bookstore,
 Springfield.
 Johnson, Henry R., Johnson's Bookstore,
 Springfield.
 Short, W. C., G. & C. Merriam Co., Spring-
 field.
 Webber, A. L., Milton Bradley Co., Spring-
 field.

Maine

MacAllister, E. B., Huston-Tuttle Book Co.,
 Rockland.

Vermont

Chalmers, Miss Alfa T., Geo. E. Chalmers,
 Rutland.

Connecticut

Mitchell, Edwin V., Hartford.
 Warfield, G. F., G. F. Warfield & Co., Hart-
 ford.
 Donaldson, Norman V., Yale University
 Press, New Haven.
 Kronish, J., Edw. P. Judd Co., New Haven.
 Lewis, Wilmarth S., Yale University Press,
 New Haven.
 Nye, Charles D., Davis & Nye, Waterbury.

NEW YORK

New York City.

Aarons, Jacob, New York Tribune.
 Albrecht, Wm. P., The Macmillan Co.
 Allison, H. L., G. P. Putnam's Sons.
 Anderson, Philip M., G. P. Putnam's Sons.
 Archer, Leon B., Cosmopolitan Book Corpo-
 ration.
 Arnold, William Harris, Syndicate Trading
 Co.
 Ayers, Chas. H., The American News Co.
 Bachmann, George F., Thomas Nelson &
 Sons.
 Bachmann, Mrs. Geo. F.
 Balch, Earle H., G. P. Putnam's Sons.
 Bayer, F. F., Oxford Univ. Press.
 Bayer, Mrs. F. F.
 Becker, May Lamberton, New York Evening
 Post Literary Review.
 Brazier, Geo. W., Presbyterian Board of Pub-
 lication.
 Brentano, Arthur, Jr., Brentano's.
 Brentano, Lowell, Brentano's.
 Brentano, Frances I. (Mrs. Lowell Brentano),
 Brentano's.
 Brett, George P., jr., The Macmillan Co.
 Brett, J. Alden, The Weekly Review.
 Brown, G. M. L., Orientalia.
 Burger, Adam W., Harper & Bros.
 Burkhardt, Chas. A., E. P. Dutton & Co.
 Burt, Edward F., A. L. Burt Company.
 Butler, Charles E., Brentano's.
 Butler, Mrs. Chas. E.
 Cain, Henry A., rep. A. L. P. Agence de
 Librairie et de Publications.
 Calhoun, Charles P., The Ronald Press Com-
 pany.
 Chapman, E. O., Bookseller and Stationer.
 Charles, Richard A., Galvanotype Eng. Co.
 Chase, A. M., Dodd, Mead & Co.
 Chase, Mrs. A. M.
 Clark, John L., Ronald Press Co.
 Clinch, F. A., D. Appleton & Co.
 Clinch, Mrs. F. A.
 Cohen, Esther R.
 Corrigan, J. W., George H. Doran Co.
 Corrigan, Michael A., The Baker & Taylor
 Co.

- Crone, Albert R., R. R. Bowker Co.
 Crowell, Jeremiah O., Thomas Y. Crowell Co.
 Cugell, Ethel, Best & Co.
 Darrow, Whitney, Charles Scribner's Sons.
 Dempsey, Alice M., Gimbel Bros.
 Dominick, Maynard A., Frederick A. Stokes Co.
 Drake, H. R., George H. Doran Co.
 Dunbar, Miss Margaret, American News Co.
 Dunham, Alice W., Charles Scribner's Sons.
 Farrell, Rhea I.
 Fenno, R. F., R. F. Fenno & Co.
 Fenno, Miss G. M.
 FitzPatrick, Ina, A. G. Seiler.
 Ford, Walter, N. Y. Evening Post.
 Gaige, Grace, R. H. Macy & Co.
 Gehrs, August H., Harcourt, Brace & Co.
 Gehrs, Mrs. August H.
 Gomme, Laurence, Neighborhood Bookshop.
 Grant, Dorothy L. A., Womans Press.
 Grant, Sydney E., H. P. Andrews Paper Co.
 Greene, Louis C., R. R. Bowker Co.
 Grosset, Philip, Grosset & Dunlap.
 Hammen, Charles B., Kiggins & Tooker Co.
 Harcourt, Alfred, Harcourt, Brace & Co.
 Harlan, Miss A. S., The New York Times and Magazine Book Review.
 Holden, John A., The Publishers' Weekly.
 Holliday, Robert Cortes, Henry Holt & Co.
 Holt, Guy, Robert M. McBride & Co.
 Huebsch, B. W., B. W. Huebsch, Inc.
 Huebsch, Mrs. B. W.
 Humble, Marion, National Association of Book Publishers.
 Hungerford, Herbert, American News Co.
 Hurst, Richard, Hurst & Co.
 Jenison, Madge, formerly Sunwise Turn.
 Jenkins, Samuel A., Grosset & Dunlap.
 Jenkins, Mrs. S. A.
 Jones, H. G., N. Y. Tribune.
 Kinsey, H. C., Cosmopolitan Bk. Corporation.
 Kleinteich, Mrs. Herman, Geo. Sully & Kleinteich.
 Knapp, Albert S., Chas. Scribner's Sons.
 Korbel, Charles, Oxford University Press.
 Korbel, E. Charlotte.
 Kyle, Thos. F., Thomas Nelson & Sons.
 Lacy, Fred'k. D., G. P. Putnam's Sons.
 Lederer, Earl T., Harper & Brothers.
 Leon, Arthur T., Cupples & Leon Co.
 Levy, Louis M., Hurst & Co.
 Levy, Mrs. Louis M.
 Lew, Joseph, Truth Pub. Co.
 Lew, Mrs. Joseph.
 Lewis, Howard C., Dodd, Mead & Co.
 Love, E. Meriam, Lathrop C. Harper.
 Longwell, Daniel, Doubleday, Page & Co.
 Lott, James H., N. Y. University Press.
 Lynch, Miss Harriet W.
 McIntosh, Wm. W., Oxford Univ. Press.
 McKeachie, Wm. S., The Baker & Taylor Co.
 Mahony, T. F., Bobbs-Merrill Co.
 Malloy, James V., Cosmopolitan Book Corporation.
 Manley, David, Modern Stationer and Book-seller.
 Minton, Melville, Charles Scribner's Sons.
 Morrow, William, F. A. Stokes Co.
 Melcher, Frederic G., R. R. Bowker Co.
 Mendel, Richard, Baker & Taylor Co.
 O'Connell, David J., Funk & Wagnalls Co.
 Pfanstiehl, H. Josephine, E. M. Leavens Co., Inc.
 Pfeifer, J. C., D. Appleton & Co.
 Pike, Theodore F., Longmans, Green & Co.
 Porter, Robert, Columbia Graphophone Co.
 Pott, James, James Pott Co.
 Pratt, Hugh S., Ronald Press Co.
 Reed, F. L., Grosset & Dunlap.
 Reed, Mrs. F. L.
 Reilly, Eleanor, Peter Reilly.
 Revell, Fleming H., jr., Fleming H. Revell Co.
 Savage, Harry F., F. A. Stokes Co.
 Schweitzer, Mrs. Bertha A., Edgar S. Werner & Co.
 Sealove, H., Harper & Bros.
 Sell, Henry B., Harper's Bazar.
 Shay, Frank, Frank Shay's Bookshop.
 Sherwood, Pauline C., The Sherwood Co.
 Shuford, L., Baker & Taylor Co.
 Siddall, Dudley A., The Sun and N. Y. Herald.
 Stanley-Brown, Ruth, The Dial.
 Steloff, I. Frances, Gotham Book Mart.
 Sutphin, Edwin A., New York Herald and Sun.
 Thompson, J. L., Charles Scribner's Sons.
 Thompson, Mrs. J. L.
 Thoms, Frank R., Thoms & Eron, Inc.
 Thwing, Walter E., Ronald Press Co.
 Titus-Werner, M. Stanleyetta, Edgar S. Werner & Co.
 Trefzger, Christian, G. E. Stechert & Co.
 Tucker, Miss Ada, Edgar S. Werner & Co.
 Turner, Guy R., Arcade Book Shop.
 Von Gogh, E. R., U. P. C. Book Co., Inc.
 Walker, Belle M., Bookseller and Stationer.
 Watt, Howard, W. J. Watt & Co.
 Weaver, John V. A., Brooklyn Eagle.
 Weis, Lillie E., Grosset & Dunlap.
 Messner, Julian, Boni & Liveright.
 Widman, Emma F., F. A. O. Schwarz.
 Willsie, Honoré.
 Wilson, Ralph, McDevitt-Wilson's, Inc.
 Winters, Jr., John F., The Century Co.
 Ziegler, E. H., George H. Doran Co.

New York State

- Allison, Mrs. H. L., Brooklyn.
 Barry, Mrs. W. D., Allen Book and Printing Co., Troy.
 Baxter, Miss Ida, Allen Book and Printing Co., Troy.
 Burt, Mrs. Edward F., Brooklyn.
 Collier, J. Roy, Allen Book and Printing Co., Troy.
 Comfort, Florence G., Elmira.
 Conover, Seely, Seely Conover Co., Amsterdam.
 Conover, K. P., Seely Conover Co., Amsterdam.
 Coveney, Regina, Brooklyn.
 Crowell, Cedric R., Doubleday, Page & Co., Garden City.
 Crowell, Mrs. Cedric R., Jamaica.

Cummings, Mrs. Tina J., The Wm. Hengerer Co., Buffalo.
 Davis, William M., Forsyth & Davis, Inc., Kingston.
 Derby, Cora A., C. A. & E. H. Derby, Elmira.
 Earl, H. B., Doubleday, Page & Co., Garden City.
 Earl, Mrs. H. B., Brooklyn.
 Eggleston, D. C., Mt. Vernon.
 Goubeaud, Wilbur P., Doubleday, Page & Co., Garden City.
 Hall, Harriet Jane, J. N. Adam & Co., Buffalo.
 Hamming, Mrs. Andrew, Brooklyn.
 Henry, F. C., Doubleday, Page & Co., Garden City.
 Henry, Mrs. F. C., Garden City.
 Hessian, James P., Doubleday, Page & Co., Garden City.
 Hubley, Effie C., Frederick Loeser & Co., Inc., Brooklyn.
 Hungerford, Mrs. Herbert, Am. News Co., Scarsdale.
 Hurst, Mrs. Richard, Brooklyn.
 Keating, Louis A., W. Y. Foote Co., Syracuse.
 Keating, Mrs. L. A., Syracuse.
 Kelley, Mrs. Marian, Abraham Straus, Inc., Brooklyn.
 Kleinteich, Geo., Brooklyn.
 Kleinteich, Mrs. George, Brooklyn.
 McAllister, Blanche E., Syracuse News Co., Syracuse.
 McKeachie, Mrs. Wm. S., Brooklyn.
 Nye, Daniel W., Doubleday, Page & Co., Garden City.
 Pantaenius, Evelyn, Forsyth & Davis, Kingston.
 Richmond, Miss M., Allen Book and Printing Co., Troy.
 Sanford, B. E., Cornell Co-operative Society, Ithaca.
 Seiffert, Mr. and Mrs. G. V., Doubleday, Page & Co., Garden City.
 Skinner, John, Albany.
 Smith, J. J., Doubleday, Page & Co., Garden City.
 Westbrook, Lewis B., Doubleday, Page & Co., Garden City.
 Witbeck, Edith Palmer, Forsyth & Davis, Kingston.

CENTRAL ATLANTIC DISTRICT

Philadelphia

Austen, Charles F., Milton Bradley Co., Phila.
 Bold, Miss Clara, Vir Publishing Co., Phila.
 Campion, Edwin B., Edwin B. Campion, Philadelphia.
 Cox, Walter H., John Wanamaker, Phila.
 Dickes, Walter L., Houston Club University of Penna., Philadelphia.
 Dickes, Mrs. Walter L., Philadelphia.
 Dorrance, Gordon, Dorrance & Co., Inc., Phila.
 Dorrance, W. H., Dorrance & Co., Phila.
 Flood, Jr., James, George W. Jacobs & Co., Phila.
 Flood, Jr., Mrs. James, Phila.

Fraser, John R., The John C. Winston Co., Philadelphia.
 Freud, Benedict, Gimbel Bros., Philadelphia.
 Graham, Miss Bessie, Phila.
 Jacobs, George W., Phila.
 Jones, E. E., The John C. Winston Co., Phila.
 Jones, Mrs. E. E., Phila.
 Jones, Miss Mildred E., Phila.
 Kornbau, Rudolph G., The John C. Winston Co., Phila.
 Krauss, Fred, Penn Publishing Co., Phila.
 Lansdale, M. May, N. Snellenburg & Co., Philadelphia.
 LeGallez, J. W., The North American, Phila.
 Lewis, Walter S., Presbyterian Board of Publication, Philadelphia.
 Liljeros, Iver O., Houston Club Supply Store, Phila.
 Lutz, John A., W. B. Saunders Co., Phila.
 McClain, Mrs. B. A., Snellenburg's, Phila.
 McGrath, Frank V., Leary's Book Store, Philadelphia.
 McGrath, Mrs. Frank V., Phila.
 McKay, Alexander, David McKay Company, Philadelphia.
 McKay, J. S., David McKay Co., Phila.
 McKay, Mrs. J. S., Phila.
 Mattison, Fred F., Strawbridge & Clothier, Philadelphia.
 Melvin, Chas. W., Milton Bradley Co., Phila.
 Papst, John L., The Exclusive Co., Phila.
 Pound, Miss M., Phila.
 Pound, Mrs. R., Phila.
 Reilly, Peter, Phila.
 Shoemaker, Charles C., The Penn Publishing Co., Philadelphia.
 Stam, Jr., Peter, Sunday School Times Co., Phila.
 Taylor, Mrs. R. R., Phila.
 Taylor, Walter K., Walter K. Taylor, Phila.
 Thompson, W. M. B., The Exclusive Co., Philadelphia.
 Weber, Wm. C., Philadelphia Record, Phila.
 Williams, Sidney, Philadelphia North American, Phila.

State of Pennsylvania

Goeppel, Mrs. M., Hess Bros., Allentown.
 Koch, Sidney S., The Wm. F. Gable Co., Altoona.
 Speakman, Norman E., C. N. Speakman & Sons, Coatesville.
 Speakman, Mrs. N. E., Coatesville.
 Steinfeldt, Miss Rae, R. Steinfeldt & Bro., Coatesville.
 Gibson, Roland A., Penn Traffic Co., Johnstown.
 Herr, Eugene L., L. B. Herr & Son, Lancaster.
 Herr, Mrs. Eugene L., Lancaster.
 Herr, L. B., L. B. Herr & Son, Lancaster.
 Herr, Mrs. L. B., Lancaster.
 Ream, Chas., Lancaster.
 Bollman, Miss S. A., K. S. Bollman, Lebanon.
 Bollman, Miss K. S., K. S. Bollman, Lebanon.
 Wallace, Edward W., Ormston's Book Store, Oil City.
 Jones, T. Edward, Jones Book Shop, Pittsburgh.

Jones, Mrs. T. Edward, Pittsburgh.
 Kemp, J. Campbell, Joseph Horne Co., Pittsburgh.
 Mason, Jr., H. L., J. R. Weldin Co., Pittsburgh.
 Grosset, Mrs. Garnet W., Reading.
 Kinney, Mrs. Alice B., Scranton Dry Goods Co., Scranton.
 Barnhart, Helen L., H. C. Barnhart, York.
 Barnhart, Mrs. H. C., York.
 Barnhart, H. C., York.
 Zercher, F. W., Regal Umbrella Co., York.
 Zercher, Harold W., Regal Umbrella Co., York.

New Jersey

McIntyre, Belle, Steinbach Co., Asbury Park.
 Ogilvie, Thos. F., Atlantic City.
 Paull, David, Atlantic City.
 Westcott, James Edward, Atlantic City.
 Read, Theodore H., Parrish and Read, Inc., Camden.
 Melcher, Mrs. Frederic G., Montclair.
 Reed, W. R., W. R. Reed, New Brunswick.
 Barse, W. J., Barse & Hopkins, Newark.
 Boni, Jr., Charles, Newark.
 Hancock, Miss M. C., L. Bamberger & Co., Newark.
 Arnold, Mrs. W. H., Nutley.
 Burn, B. Franklin, Princeton Univ. Store, Princeton.
 Burm, Mrs. B. Franklin, Princeton.
 Tomlinson, Paul G., Princeton University Press, Princeton.
 Tomlinson, Mrs. Paul G., Princeton.
 Traver, Morris S., C. L. Traver, Trenton.
 Traver, Mrs. Morris S., Trenton.

Maryland

Estabrook, J. Joseph, Hochschild Kohn Co., Baltimore.
 Goldsmith, Mrs. J., I. & M. Ottenheimer, Baltimore.
 Newman, Mrs. Sylvan, I. & M. Ottenheimer, Baltimore.
 Ottenheimer, Isaac, I. & M. Ottenheimer, Baltimore.
 Ottenheimer, Mrs. Isaac, I. & M. Ottenheimer, Baltimore.
 Reid, C. S., Baltimore.
 Reid, Mrs. C. S., Baltimore.
 Reid, Robert Titus, Baltimore.

Delaware

Herr, Mrs. Herbert H., Edgemoor.
 Herr, Herbert H., Butler's, Inc., Wilmington.

District of Columbia

Nye, Simon L., S. Kann Sons Co., Washington.

FROM THE SOUTH**Virginia**

Hoffner, Letitia A., Wm. Freeman & Son, Norfolk.
 Whitmore, B. A., Smith & Lamar, Richmond.

West Virginia

James, E. W., James & Law Co., Clarksburg.
 James, Mrs. E. W., Clarksburg.

North Carolina

Wills, R. T., Wills Book and Stationery Co., Greensboro.
 Wills, Mrs. R. T., Greensboro.

Louisiana

Siler, Sam. D., S. D. Siler, New Orleans.

Tennessee

Tarpley, A. B., Smith & Lamar, Nashville.

Texas

Turner, P. L., Smith & Lamar, Dallas.
 Pillot, Teolin, Houston.

THE MIDDLE WEST**Illinois**

Bean, Donald P., University of Chicago Press, Chicago.
 Bingham, Geo. R., Sears, Roebuck & Co., Chicago.
 Bingham, Mrs. Geo. R., Chicago.
 Cox, Howard L., P. F. Volland Co., Chicago.
 Goodwin, J. E., Rand, McNally & Co., Chicago.
 Grady, Mrs. Charles, Extension Press, Chicago.
 Grady, Edward L., Extension Press, Chicago.
 Grady, Miss Marion, Chicago.
 Hamming, A., M. A. Donohue & Co., Chicago.
 Hansen, Harry, Chicago Daily News, Chicago.
 Kroch, A., A. Kroch & Co., Chicago.
 Kroch, Mrs. A., Chicago.
 McNally, Jas., Rand, McNally & Co., Chicago.
 Maher, Philip J., Extension Press, Chicago.
 Milam, Carl H., American Library Assn., Chicago.
 Neuman, John S., Rand, McNally & Co., Chicago.
 Reid, Ellen L., Carson, Pirie, Scott & Co., Chicago.
 Reilly, F. K., Reilly & Lee Co., Chicago.
 Reilly, Mrs. F. K., Chicago.
 Rockwell, Thomas S., A. W. Shaw Co., Chicago.
 Rockwell, Mrs. Thomas S., Chicago.
 Seymour, Minnie M., Chicago.
 Sparks, Denton H., The Macmillan Co., Chicago.
 Storm, Irene, Carson Pirie Scott & Co., Chicago.
 Tracht, Fred H., University of Chicago Bookstore, Chicago.
 Vaughan, L. B., Frederick J. Drake & Co., Chicago.
 Weber, Henriette, Chicago Journal of Commerce, Chicago.
 Beeson, Nella, Peoria Public Library, Peoria.
 Meeks, Ruth, P. A. Bergner & Co., Peoria.

Indiana

Chambers, D. L., The Bobbs-Merrill Company, Indianapolis.
 Henry, Mayme M., A. Herz, Terre Haute.
 Thompson, Grace L., L. S. Ayres & Co., Indianapolis.

Ohio

Kidd, John G., Stewart Kidd, Cincinnati.
 Gaertner, H. Fred, The Burrows Bros. Co., Cleveland.

Hutchinson, Veronica S., Halle Bros. Co., Cleveland.
 Korner, Harry V., The Korner & Wood Co., Cleveland.
 Weissenburger, S. A., Halle Bros. Co., Cleveland.

Fleischauer, Fred, The Elder & Johnston Co., Dayton.
 Pettibone, Walter, The Pettibone-McLean Co., Dayton.
 Stevenson, Nevin J., Doubleday, Page & Co., Toledo.

Michigan

Hunt, Patricia D., John V. Sheehan & Co., Detroit.
 LaBelle, Alfred J., Macauley Bros., Detroit.
 LaBelle, Mrs. A. J., Detroit.
 McKee, Walter V., J. V. Sheehan & Co., Detroit.
 Macauley, Ward, Macauley Bros., Detroit.

A Tragic Incident

WILLIAM Allen White arrived at the convention on Thursday afternoon to be the speaker of the evening only to find a telegram awaiting him, stating that his daughter had been thrown from a horse and her skull fractured. Mr. White left immediately, carrying with him the deep sympathy of the Association, which he traveled so far to honor. It was with deepest regret that members saw in the dispatches dated Friday that this only daughter had died from the accident, presumably before Mr. White had been able to reach her side.

New Canadian Authors' Association Growing Rapidly

J. Murray Gibbon, president of the Canadian Authors' Association, is back from a trip to the Pacific coast during which organization meetings were held in several western centers. District associations were formed at Winnipeg, Edmonton and Vancouver, with branches at Calgary and Victoria. At the Winnipeg meeting there was an attendance of 150; at Edmonton, 70; at Vancouver, 70, and at Calgary, 65. In each center there was an unexpectedly large attendance of men and women whose names are familiar in literature, particularly thru their work in United States periodicals.

Mr. Gibbon estimates that there are now 500 members in the Canadian Authors' Association and the number may reach 1000. He is certain that the formation of the association will have the result of increasing the interest in books written by Canadian authors. Prospects for the Canadian Book Week in the fall are excellent.

Toronto.

W. A. C.

Macauley, Mrs. Ward, Detroit.
 Morris, Mrs. Anna S., The J. L. Hudson Co., Detroit.
 Clarke, Bates E., Beecher, Kymer & Patterson, Kalamazoo.

Minnesota

Watson, Mrs. Ida Josephine, The Glass Block Store, Inc., Duluth.

From Across the Mississippi

Wirtz, George O., Allsopp & Chapple, Little Rock, Ark.
 Cary, Luther H., Berkeley, Cal.
 Shields, Hugh, Denver Dry Goods, Denver, Colo.
 Nathan, Elliott G., Doubleday, Page Book Shop, Kansas City, Mo.
 Dennis, May E., Washington University Bookstore, St. Louis, Mo.
 Hooper, T. Allen, Deseret Book Company, Salt Lake City, Utah.

The Book Binding Situation

THE Employing Binders of New York, thru the Chairman of their Labor Committee, D. S. Brassil, called a meeting of binders and publishers at the Hotel Pennsylvania on May 17th. Mr. Brassil thanked the publishers for giving such full support to the efforts of the Association to get New York binding on a better basis. He reported that every binder in the Association had stayed by the agreement and that the Hudson Bindery and the Williams Bindery which were not members of the Association had also kept to the same arrangements in the fight for an open shop.

He also stated that so far there have been no reports of publishers sending work out of the city, a practice which would have weakened the situation. Mr. Brassil said that they intended to build up organizations in every shop that would represent the highest quality of American labor, who would be willing and able to get the full product out of the machines, a point which he claimed had caused the severest handicaps under the former complete union dominance. The plants, he stated, were now producing all the way from 10% of full production up to 75% and 80%, and a score of binders who gave details of their production confirmed this estimate.

Mr. Adams, of Little & Ives, has been in particular charge of the training of the new men, and has been endeavoring to get the very best class of material. Many binders reported astonishing results from new hands.

Fifteen or twenty publishers rose to give voluntary testimony that they were standing by the binders in their effort to get the conditions wanted. In reply to questions from the publishers, Mr. Brassil stated that as soon as the shops were running normal the Employing Binders expected to be able to produce 25% more output at the same labor cost than they had before, which would mean lower prices in binding. The wages in the different classifications of workers run from \$15 to \$40 without overtime.

The Weekly Record of New Publications

This list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth. Imprint date is stated [or best available date, preferably copyright date, in bracket] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date; otherwise simply "c." No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Ff. (48mo: 10 cm.); sq., obl., nar., designate square, oblong, narrow.

Albertson, Alice O.

Nantucket wild flowers; il. by Anne Hinchman. 14+442 p. col. front. pls. (part col.) il. nar. S. c. N. Y., Putnam \$2.50 n.

A guide to the trees, shrubs, bushes, vines, aquatic plants, and field flowers of Nantucket Island, Mass.

American (The) commission on conditions in Ireland; interim report. 144 p. front. (fold. map) pls. pors. O [n. d.] N. Y., The Am. Comm. on Conditions in Ireland, 501 5th Ave. \$1.50 n.

Report of the public hearings held in Washington, D. C., during November, December, 1920 and January, 1921. Illustrated from photographs.

Baines, Arthur E.

The origin and problem of life; a psycho-physiological study. 12+97 p. il. D '21 N. Y., Dutton bds. \$1.60 n.

Partial contents: The monistic theory of evolution; Huxley upon the physical basis of life; Some forces of nature; Prolongation.

Beardsley, Wilfred A.

Infinitive construction in old Spanish. 14+279 p. O (Studies in romance, philology and literature) c. N. Y., Lemcke & Buechner \$2.50 n.

Bedford-Jones, Henry James O'Brien

The mardi gras mystery; front. by John Newton Howitt. 313 p. D '21 c. '20-'21 Garden City, N. Y., Doubleday, Page \$1.75 n.

A story of New Orleans at carnival time.

Beresford, John Davys

Revolution; a story of the near future in England. 7+357 p. D c. N. Y., Putnam \$2 n.

A novel in which Soviet rule is given a test in rural England, and of its effect on the mass of people generally, and of the collapse of the new government and their return to the old.

Bogart, Ernest Ludlow

War costs and their financing; a study of the financing of the war and the after-war problems of debt and taxation; with an introd. by Russell C. Leffingwell. 23+509 p. tabs. D (Problems of war and of reconstruction) c. N. Y., Appleton bds. \$3 n.

Partial contents: The basis of national and international credit; The United States as a neutral; Taxa-

tion in the United States; Financing Europe after the war; The cost of the war.

Branom, Mendel Everett, and Branom, Fred K.

The teaching of geography; emphasizing the project, or active, method. 8+292 p. D [c. '21] Bost., Ginn \$1.48 n.

Brett, Oliver

A defense of liberty; [new American ed.] 225 p. O c. N. Y., Putnam \$2.50 n.

Brooks, Charles Stephen

Hints to Pilgrims; with pictures by Florence Minard. 192 p. O c. New Haven, Conn., Yale Univ. Press bds. \$2.50

Seventeen essays, among which are "The posture of authors;" "After-dinner pleasantries;" "A visit to a poet;" "Circus days;" "A chapter for children."

Burdett, Osbert

The idea of Coventry Patmore. 14+214 p. front. O '21 N. Y., Oxford Univ. Press \$3.75 n.

An interpretation of Patmore's poetry.

Burthogge, Richard

The philosophical writings of Richard Burthogge; ed. with introd. and notes by Margaret W. Landes; [with a preface by Mary Whiton Calkins]. 24+245 p. O c. Chic., Open Court Pub. Co. \$2 n.

A study of the life and writings of this British philosopher of the 17th century.

Catullus, Gaius Valerius

Selections from Catullus; ed. with introd., notes, and vocabulary by Michael Macmillan. various paging F (Oxford junior Latin ser.) '21 N. Y., Oxford Univ. Press 90 c.

Chisholm, Archibald

Labour's Magna Charta; a critical study of the labour clauses of the Peace treaty and of the draft conventions and recommendations of the Washington international labour conference. 8+192 p. O '21 N. Y., Longmans, Green \$3.40 n.

Partial contents: Political and economic reservations; The exchanges and currency; The world's food supply; Equal pay for equal work; The prevention of unemployment; The dignity of labour.

Connecticut. Board of Education

Connecticut trade and vocational education. 2+28 p. O (Trade and vocational bull. 1, ser. 1919-'20) Hartford, Conn., State Bd. of Education pap. gratis

Craig, Edwin Stewart, and Gibson, W. M., eds.

Oxford University roll of service; introd. by Sir Walter Raleigh; [containing 14,561 names of those who served in the military and naval forces of England.] 14+684 p. O '21 N. Y., Oxford Univ. Press \$6.75

Crowell, John Franklin

Government war contracts. 14+357 p. O (Preliminary economic studies of the war, no. 25; Carnegie endow. for internat. peace) N. Y., Oxford Univ. Press \$1 n.

Cunningham, J. Clinton

Products of the Empire. 300 p. il. O '21 N. Y., Oxford Univ. Press \$2.50

Curtler, W. H. R.

The enclosure and redistribution of our land. 8+334 p. O '21 N. Y., Oxford Univ. Press \$6.75

De Louter, J.

Le droit international public positif; 2 v. 11+576; 6+509 p. O (Bibliothèque internationale de droit des Gens; Carnegie endow. for internat. peace) '21 N. Y., Oxford Univ. Press \$7

A French translation from the Dutch.

De Montmorency, James Edward Geoffrey

The admiral's chair and other sketches and vignettes. 8+168 p. O '21 N. Y., Oxford Univ. Press \$2.70

The sequel to "The White Riders."

Duff-Gordon, Lady

Letters from the Cape; [written in 1861-2]; ed. by John Purves. 8+180 p. O (Oxford lib. of prose and poetry) '21 N. Y., Oxford Univ. Press \$1.50 n.

Duncan, F. Martin, and Duncan, L. T.

Animal friends. 88 p. il. (part col.) O (Wonders of animal life) '21 N. Y., Oxford Univ. Press 60 c.

Animal life in the new world. 84 p. il. (part col.) O (Wonders of animal life) '21 N. Y., Oxford Univ. Press 60 c.

Bird land. 94 p. il. (part col.) O (Wonders of animal life) '21 N. Y., Oxford Univ. Press 60 c.

Durnford, H. G.

The tunnellers of Holzminden; with a side-issue. 6+196 p. front. pls. diagrs. facsms. O '20 N. Y., Macmillan \$5.50 n.

A description of the capture, captivity and escape of British officers from Holzminden prison camp in 1918, telling the story of the famous tunnel and how they gained their freedom thru it.

Einert, Margaret

The rhythmic dance book. 11+92 p. front. pls. D '21 N. Y., Longmans, Green bds. \$1.50 n.

Instructions in classic dancing.

Einstein, Albert

Einstein's theories of relativity and gravitation; a selection of material from the essays submitted in the competition for the Eugene Higgins prize of \$5000; compiled and ed. and introd. matter supplied by J. Mal-

com Bird. 14+345 p. front. (por.) diagrs. D c. N. Y., Munn & Co., 233 Broadway \$2 n.

The prize essay and the best thought of 300 contestants for this prize, welded together into a compact unit for the layman.

Ellis, B. Eldred

Gloves and the glove trade. 3+146 p. il. pls. tabs. D (Pitman's common commodities and industries) '21 N. Y., Pitman \$1

Partial contents: The antiquity of the glove; The glove as a symbol; Sewing and finishing leather gloves; Making fabric gloves; Marketing; British glove trade organizations; Glossary and index.

Fernald, Robert Heywood, and Orrok, George Alexander

Engineering of power plants; 2nd ed. [rev.] 320 p. il. O [c. '21] N. Y., McGraw-Hill \$5 n.

Ferrar, William John

The saints of Cornwall. 64 p. front. S '20 N. Y., Macmillan pap. 60 c. n.

The stories of Irish, Welsh, Native, Saxon and other saints of Cornwall, England.

Foltzer, Joseph

Artificial silk and its manufacture; tr. from the French by T. Woodhouse. 11+244 p. il. plans diagrs. (part fold.) '21 N. Y., Pitman \$7.50

Partial contents: Cellulose: the mercerizing of vegetable fibres and fabrics; Solutions and apparatus for mixing; The spinning mill; Drying, humidification and ventilation; The spinning of artificial silk on continuous machinery; Organization of staff and equipment for an artificial silk mill.

Fuller, Sir Bampfylde

The science of ourselves; a sequel to the Descent of man. 10+326 p. pls. O '21 N. Y., Oxford Univ. Press \$6.50

Giacosa, Giuseppe

Giacosa; Una partita a scacchi; ed. by Ruth Shepard Phelps; [with vocabulary.] 78 p. front. S (The Univ. of Chicago Latin ser.) [c. '21] Chic., Univ. of Chicago Press \$1.30 n.

Gibbon, M. Morgan

The alternative. 303 p. D c. Garden City, N. Y., Doubleday, Page \$1.75 n.

The story of a girl who discovered that there were two ways of living, and that her life seemed a continuous choosing of alternatives.

Gollancz, Sir Israel, ed.

A good short debate between Winner and Waster; an alliterative poem on social and economic problems in England in the year 1352; with modern English reckoning. 114 p. facsms. Q (Select early English poems, 3) '21 N. Y., Oxford Univ. Press \$2.25

Hague Peace Conferences

Instructions adressées aux délégués Américains aux Conférences de la Hague et Leurs rapports officiels. 7+146 p. O (Carnegie endow. for international peace) '21 N. Y., Oxford Univ. Press \$1.50 n.

A French edition of the instructions to the American Delegates and their official reports.

Flack, Horace Edgar, comp.

Synopsis of laws enacted by the State of Maryland; legislative session, 1920. 56 p. O '20 Balt., Dept. of Legislative Reference pap. gratis

Guest, Gilbert, pseud. [Sister Mary Angela]

Margaret; or Was it magnetism? 101 p. D c. '20 Omaha, Neb., [Author] \$1 n.

Harger, Wilson Gardner

The location, grading and drainage of highways. 134 p. il. O [c. '21] N. Y., McGraw-Hill \$3.50 n.

Hay, John

Graphic methods in heart disease; with an introd. by Sir James Mackenzie; 2nd ed. 24+178 p. il. O '21 N. Y., Oxford Univ. Press \$5

Heindel, Max

The mystical interpretation of Christmas; five dissertations upon the subject of Christmas from the viewpoint of the mystic; showing the occult significance of this great event. 51 p. S [c. '20] Oceanside, Cal., Rosicrucian Fellowship pap. \$1

Henderson, Alexander

The lesson of the catacombs. 61 p. diagrs. plans il. sq. S '20 N. Y., Macmillan pap. \$1 n.

A description of the catacombs for the general reader.

Higgins, James

The story ever new; giving the most interesting events in the life of Jesus Christ as a textbook in religion for grammar grade children; [in Roman Catholic schools.] 15+207 p. front. pls. D c. '20 N. Y., Macmillan \$1.12 n.

House, Edward Mandell, and Seymour, Charles, eds.

What really happened at Paris; the story of the Peace conference, 1918-1919; by American delegates; [with an explanation by Edward Bok, and a foreword by Col. House.] 13+528 p. maps O c. N. Y., Scribner \$4.50 n.

Partial contents: Preparations for peace by S. E. Mezes; The new boundaries of Germany by C. H. Haskins; Fiume and the Adriatic problem by D. W. Johnson; Reparations by T. W. Lamont; The Atlantic fleet during the great war by H. T. Mayo; The problem of disarmament by General Bliss; The Versailles Peace in retrospect by Col. House.

Irwin, William Henry [Will Irwin]

The next war; an appeal to common sense. 161 p. front. pls. diagrs. charts D [c. '21] N. Y., Dutton \$1.50 n.

Partial contents: War and prophecy; The breeding of calamity; War and the race; Economics and the next war; The discipline of peace; Proposed ways to peace.

Kant, Immanuel

Fundamental principles of the metaphysics of ethics; tr. by Thomas Kingsmill Abbott; extracted from Kant's Critique of practical reason and other works on the theory of ethics; 8th ed. 102 p. S '20 N. Y., Longmans, Green \$1.60 n.

Keats, John

The poetical works of John Keats; ed. with an introd. and textual notes by H. Buxton Forman. 82+491 p. front. (por.) D (The Ox-

ford ed. of standard authors) '20 N. Y., Oxford Univ. Press \$1.75

All of Keats's known works are included in this volume.

Kropfeld, Henri

A little guide through life. 4+281 p. D '21 N. Y., Dutton \$2.50 n.

Partial contents: Science and truth; Knowledge and belief; Manners and fashions; Love and marriage; Woman; Poverty and socialism; Reading and books; The choice of books; Youth and old age.

Kukula, Richard Cornelius, and Trubner, Karl Ignatius

Minerva; jahrbuch der gelehrten welt; fünfundzwanzigster jahrgang 1921. 16+1158 p. front. (por.) S N. Y., Lemcke & Buechner \$3.50 n.

Larkin, Clarence

Rightly dividing the word. 3+328 p. front. il. pls. plans diagrs. O [c. '21] Phil. [Author] \$3

A book of sermons.

The spirit world. 158 p. front. (por.) pls. charts diagrs. D [c. '21] Phil. [Author], Fox Chase \$1.50

Essays on the world of spirits, good and bad, and their relation to this world.

León, Ricardo

A son of the Hidalgos; tr. by Catalina Páez, [Mrs. Seumas MacManus]. 16+296 p. D c. Garden City, N. Y., Doubleday, Page \$1.75 n.

A story of a corner of old Spain left untouched by modern civilization. The author is a member of the Spanish Royal Academy.

Livy [Titus Livius]

Livy; book XXI; ed. with introd., notes and vocabulary by John Pyper. various paging F (Oxford junior Latin ser.) '21 N. Y., Oxford Univ. Press 90 c.

Luce, Arthur Stern

Monophysitism; past and present; a study in Christology. 141 p. D '20 N. Y., Macmillan \$3 n.

An interpretation of Catholic Christology in terms of Bergsonian psychology.

Manly, John Matthews, and Powell, John A.

Better business letters; a practical desk manual arranged for ready reference; with illustrative examples of sales letters, follow-up, complaint, and collection letters. 167 p. facsms. forms S (Better business books) [c. '21] Chic., F. J. Drake \$1.50

Partial contents: The atmosphere of business letters; The framework of the sales letter; Details that contribute to successful sales letters; Hints on salesmanship as applied to business letters.

Marcus, Peter

New York; the nation's metropolis; with an appreciation by J. Monroe Hewlett. 64 p. front. pls. O [c. '21] N. Y., Brentano's bds. \$2 n.

A series of charcoal studies in which the architectural beauties of New York City are dwelt upon.

Jillson, Willard Rouse

Economic papers on Kentucky geology; an indexed collection of thirteen short papers and reports on the geology and special occurrence of oil

and gas, oil shale, asphalt rock, and fluorspar within the commonwealth. 10+325 p. pls. diagrs. tabs. il. charts maps O (Series 6, v. 2) c. Frankfort, Ky., The Kentucky Geological Survey 20 c.

Mathews, Ferdinand Schuyler

Field book of wild birds and their music; a description of the character and music of birds; intended to assist in the identification of species common in the United States east of the Rocky Mountains; with numerous reproductions of water-color and monochrome studies of birds, and complete notations of bird songs; rev. and enl. ed. 45+325 p. col. front. pls. (part col.) music charts maps nar. S N. Y., Putnam \$3.50 n.

Melville, Herman

Moby-Dick; or, The whale; with an introd. by Viola Meynell. 12+675 p. S (The world's classics; pocket ed., no. 225) N. Y., Oxford Univ. Press \$1; leath. \$1.50

Newton, W. Douglas

Low ceilings. 292 p. D c. N. Y., Appleton \$2 n.

The story of a man's regeneration thru the unselfish devotion of a woman.

Pearce, Ernest Harold, Bp. of Worcester

Walter de Menlok; Abbot of Westminster. 236 p. front. O (Ecclesiastical biographies) '20 N. Y., Macmillan \$4.75 n.

The life of this medieval abbot, material for which was collected in the muniment room at Westminster Abbey.

Pickworth, Charles N.

The slide rule; a practical manual; 17th ed. 132 p. il. tabs. diagrs. D '20 N. Y., Pitman \$1.50

Priestman, Howard

Principles of worsted spinning; 2nd ed. 10+353 p. diagrs. O '21 N. Y., Longmans, Green \$5 n.

Pullinger, Herbert

Washington; the nation's capital; twenty-five drawings. 58 p. front. pls. O [c. '21] N. Y., Brentano's bds. \$2 n.

Black-and-white sketches of the prominent buildings, together with short descriptive texts.

Rice, Ole S.

Lessons on the use of books and libraries; a text book for schools and a guide for the use of teachers and librarians. 17+178 p. (12½ p. bibl.) D [c. '20] Chic. and N. Y., Rand, McNally \$1

New York [State] Laws, Statutes

The civil practice manual of the state of New York; containing Civil practice act, Surrogate court act, Justice court act, City court act, Court of claims act passed by the Legislature of 1920, and the New York city Municipal court code; with separate indices to all; prepared by Edward H. Wilson. 41+151 p. O c. '20 N. Y., Clark Boardman Co., 31-33 Park Pl. \$6.50 n.

Oxford University

The examination statutes; rev. to July 10, 1920; together with regulations of the academical year, 1919-1920; to which are added the statutes and regulations concerning diplomas, admission of women students, supplication for degrees, notices about university scholarships and prizes, and the dates of university examinations; with a tab. of examination fees. '21 N. Y., Oxford Univ. Press pap. \$1.15

Retail Shoe Salesmen's Institute

Footwear merchandising, by the staff editors, Re-

Partial contents: How to handle books; Story of the book; The dictionary; General encyclopedias; Atlases; Yearbooks; The card catalogue; Magazines; Public documents; Pamphlets and clippings.

A guide to Bible study; a systematic course of lessons for the Sunday school and the home; junior course; 2nd ed. 12+242 p. O '21 N. Y., Oxford Univ. Press \$1.75; also in 3 pts. bds. ea. 50 c.

Richards, Harry E.

A guide to Bible study; a systematic course of lessons for the Sunday school and the home; advanced course; 2nd ed. 12+322 p. O '21 N. Y., Oxford Univ. Press \$2; also in 4 pts. bds. ea. 50 c.

Robinson, Joseph Armitage

Barnabas, Hermas and the Didache; being the Donnellan lectures delivered before the University of Dublin in 1920. 7+119 p. D N. Y., Macmillan \$2.40 n.

Discussions about Christian re-union and theories of the ministry.

Rolt, Clarence Edwin

The spiritual body; ed. with an introd. by W. J. Sparrow Simpson. 9+145 p. D '20 N. Y., Macmillan \$2.40 n.

Partial contents: St. Paul's teaching; Illustrations from our Lord's earthly life; The nature of physical death; On the miracles of raising the dead; The mystical body and the eucharistic body of Christ.

Sargeant, John

The pronunciation of English words derived from the Latin; with preface and notes by H. Badley. 45 p. O (Society for pure English, tract no. 4) '21 N. Y., Oxford Univ. Press pap. \$1.15

Sawyer, Charles Winthrop

Our rifles. 409 p. fronts. pls. diagrs. il. O (v. 3; Firearms in American hist. ser.) [c. '20] Bost., Cornhill \$4.50 n.

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Scarborough, Dorothy, comp.

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tail Shoe Salesmen's Institute, in collaboration with Arthur D. Anderson, T. F. Anderson, W. F. Enright [and others]. 12+215 p. D (Training course and service for retail shoe salesmen, v. 5) [c. '20] Bost., Retail Shoe Salesmen's Institute \$3 bxd.

Rockefeller Foundation. Internat. Health Bd.

Hookworm and malaria in Malaya, Java, and the Fiji Islands; a rept. of Uncinariasis Commission to the Orient, 1915-1917, S. T. Darling, M.D., M. A. Barber, H. P. Hacker, M.D. 8+191 p. il. pls. tabs. diagrs. maps O '20 N. Y., Rockefeller Foundation pap. gratis

Rolvaa, Ole Edvart

To tullinger et billede fra idag [on miserliness]. 240 p. O '20 c. Minneapolis, Minn., Augsburg Pub. House \$1.50

Sandow, Thomas H., comp.

Census statistics 1920 compiled from official records. 191 p. T [c. '20] Wilkes-Barre, Pa., [Author], 27 West Jackson St. pap. 50 c.

Scarborough, Dorothy, comp.

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Stories by Lamb, Hawthorne, Poe, Dickens, Wilkie Collins, Bret Hart, Ambrose Bierce, Henry James, Wilde, O. Henry and others.

Shaw, Ben, and Edgar, James

Foundrywork; a practical treatment of the fundamental principles of foundrywork for engineers, draughtsmen, apprentices and students; describing the tools, materials and practice of iron and brass foundries; with examples from practice. 11+115 p. diagrs. pls. plans S (Pitman's technical primers) '21 N. Y., Pitman bds. \$1

Smith, Vincent Arthur

Asoka; the Buddhist emperor of India; 3rd ed., rev. and enl. 280 p. il. map O '21 N. Y., Oxford Univ. Press \$3.85

Snow, Francis Haffkine

Red flowers. 289 p. D [c. '21] N. Y., Boni & Liveright \$2 n.

A novel, with the plot laid in Russia, where the author, an American, has lived many years.

Streeter, Burnett Hillman, and Appasamy, A. J., eds.

The message of Sadhu Sundar Singh; a study in mysticism on practical religion. 13+209 p. D c. N. Y., Macmillan bds. \$1.75 n.

The story of the conversion of Sundar Singh, a native of North India, to the Christian religion.

Taggart, Marion Ames

The Annes; front. by W. C. Nims. 8+271 p. D c. Garden City, N. Y., Doubleday, Page \$1.75 n.

A story for girls.

Tagore, Sir Rabindranath [Ravindranatha Thakura]

Glimpses of Bengal; selected from the letters of Sir Rabindranath Tagore; 1885-1895. 7+166 p. D '21 N. Y., Macmillan \$2.50 n.

Tolstoi, Leo Nikolaievich, Count

A confession and What I believe; tr., with an introd. by Aylmer Maude. 12+390 p. S (The world's classics; pocket ed., no. 229) '21 N. Y., Oxford Univ. Press \$1

U. S. Engineers. 304th Regiment

The official history of the Three hundred and fourth engineer regiment; Seventy-ninth division, U. S. A., during the world war. 21+415 p. front. il. fold. pls. pors. maps (part

fold.) O c. '20 Phil., J. Frank Barber, 1012-18 Filbert St. \$7.50

The history of this regiment from the time of its inception in 1917 until demobilization in 1919. This book contains maps of each offensive in which it participated and also photographs taken while in action and in the various camps in America and France.

Walker, J. G.

Religion and human progress. 94 p. O (The Church's message for the coming time, XI) '21 N. Y., Oxford Univ. Press pap. 90 c.

Wallas, Graham

Our social heritage. 307 p. O c. New Haven, Conn., Yale Univ. Press \$3 n.

A criticism of contemporary civilization, pointing out that civilization is an organized conspiracy against nature.

Warren, Irene

Office records; their filing and indexing. 88 p. (2¼ p. bibl.) il. tabs. pls. S c. San Francisco, Cal., Journal of Electricity and Western Industry bds. \$1

Partial contents: The central filing system and department files; The filing department: location, arrangement and equipment; Standard filing methods; The use of files; Card records; Transfer methods and equipment; Problems of supervision and administration.

Washburn, Edward Wight

Principles of physical chemistry; from the standpoint of modern atomistics and thermodynamics; 2nd ed., rev., enl., and reset. 518 p. il. O [c. '21] N. Y., McGraw-Hill \$4 n.

Watson, Herbert Armstrong

The incarnation and personality. 221 p. O '20 N. Y., Macmillan \$3.50 n.

This book deals with the incarnation as a living power within each human personality.

Wells, Herbert George

The salvaging of civilization; the probable future of mankind. 199 p. D c. N. Y., Macmillan \$2 n.

Partial contents: The project of a world state; The enlargement of patriotism; The Bible of civilization; College, newspaper and book.

Wilson, Robert Morrison

The care of human machinery. 12+238 p. diagrs. O '21 N. Y., Oxford Univ. Press \$4.25

Winbolt, S. E.

A key to short essays for schools for fourth and fifth forms; with specimens of analysis and a subject index. 48 p. O '21 N. Y., Oxford Univ. Press pap. \$1.15

Wupperman, Carlos

The deeper faith. 7+1110 p. D c. N. Y., Putnam \$1.50 n.

A collection of short essays.

Schmidt, Louis Bernard

The internal grain trade of the United States, 1850-1860 [Repr. from the Iowa Journal of History and Politics, Jan., 1920] 31 p. O '20 c. Iowa City, Ia. State Historical Soc. of Ia. pap. 50 c.

Some significant aspects of the agrarian revolution in the United States. [Repr. from the Iowa Journal of History and Politics, July 1920] 27 p. O '20 c. Iowa City, Ia., State Historical Soc. of Iowa pap. 50 c.

Simmons, John Bell

Simmons' Wisconsin digest supp. v. 4 1503 p. O c. Chic., Callaghan & Co. \$15

Willard, Julia Colton

The garden path and other verses. 49 p. D '20 Boonville, N. Y., Garry A. Willard \$1.50

Wilson, Louis Round

Library extension services. 16 p. O (Univ. of N. C. extension leaflets) '20 Chapel Hill, N. C., Bu. of Extension, Univ. of N. C. pap. gratis

Yale, Charles G.

Gold, silver, copper, lead and zinc in California and Oregon; mines rept.; "Mineral resources of the U. S.," 1919, pt. 1. O '21 Wash., D. C., Gov. Pr. Off. pap.

A New Publishers' Weekly Feature

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by Benjamin S. Van Wyck of which
the last installment appears June 4

The Story of Printing

in 8 fortnightly installments

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| " | 25. | <i>The Spread of Printing Thru Western Europe.</i> |
| July | 2. | <i>Printing in Italy.</i> |
| " | 16. | <i>Printing in France.</i> |
| Aug. | 6. | <i>Printing in the Low Countries.</i> |
| " | 20. | <i>Printing in England and United States</i> |
| Sept. | 3. | <i>Printing in Spain and Latin America.</i> |
| " | 17. | <i>Modern Printing.</i> |

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The Publishers' Weekly

The Publishers' Weekly

62 West 45th Street, New York

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The Publishers' Weekly

The Weekly Book Exchange

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Universal Literature, Ridpath, vols. 15 and 25.
Medical Dictionary, Stedman.

William H. Allen, 3417 Walnut St., Philadelphia
Ade, Genge, Anything except Fables.
Bancroft, Life of Seward, 2 vols.
Duruy, History of Greece, 4 vols. in 8, 1892.
Myers, Classical Essays.
Stanwood, Tariff Controversies, 2 vols.

American Book Company (Calvin H. Mills), 330
East 22nd Street, Chicago, Ill.

Frost's U. S. History Through Buchanan's Administration, or later edition; School Book.

American News Company, Inc., 9 Park Place,
New York

The Magazine of America, Tassin; Dodd, Mead
Co.

William H. Andre, 607 Kittredge Bldg., Denver,
Colo.

Beacon cloth Carlyle.
Complete Library Edition of Thomas Hardy.

Theo. Arnold, 333 Dolphin St., Baltimore, Md.
Maryland Books.

Bailey's Book Store, Vanderbilt Sq., Syracuse,
N. Y.

Beveridge, John Marshall, vols. 1 and 2.
Upper Room, MacLaren, six copies.
Ulysses, Stephen Phillips, Macmillan.

William M. Bains, 1213 Market St., Philadelphia
Bierbower, Morals of Christ compared with Contemporary Systems.
Jackson's Eighteen-Nineties.

Barnie's Bookery, 724 E St., San Diego, Cal.
Postcard Albums for 1000 or more.

Rice, H. L., Theory of Practice of Interpolation.

N. J. Bartlett & Co., 37 Cornhill, Boston, Mass.
Kellner's Brief History of American Literature,
Doubleday.
Giraldus Cambrensis, Bohn Library.

The Beacon Book Shop, 26 W. 47th St., New York
Chinatown Ballads, Wallace Irwin.
Life of Doctor John Dee (time Queen Elizabeth).
Jacobs, W. W., The Monkey's Paw.

C. P. Bensinger Code Book Co., 19 Whitehall St.,
New York

Universal Lumber Code.
Commercial Code, Ar.
Pocket Edition Western Union, Liebner's.
Any American-Foreign Language Code.

W. Beyer, 207 Fulton Street, New York
Beverages, Treatise on, by C. H. Sulz. Dickaf.
'88.

George H. Blake, 12 Highland Ave., Jersey City
[Cash]

Heath's Counterfeit Detector.
American Bond Detector.
Art and Life for January, 1920.
Anniversary Volumes of Banks.

Bobbs-Merrill Co., 185 Madison Ave., New York
The American Army, by W. H. Carter.

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Notable New Yorkers, by Moses King.
Gypsy Trail, an Anthology.
Origin of British Colonial Policy, Beer.
Lace, its Origin and History, Goldenberg.
Life and Letters of Eliza Pinckney, Ravenet.
Best Hundred Books, Powys.
When Lady Peggy Comes to Town, Mathews.
A. B. C. of Swimming, Wyal.
Swimming, Corbatt.
Handbook of Swimming.
Swimming Simplified, Lyba and Nita.
Swimming, Sinclair.
Art of Swimming, Webb.
Art of Swimming, Nelligan.
Swimming, Sheffield Museum.
King Luckyboy's Party, 25c. ed., Crane.
Sleeping Beauty, 25c. e., Crane.
Puss in Boots, 25c. ed., Crane.
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Desire for Qualities, Bligh.
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South Sea Bubble, The Earle Dr.
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All volumes of English Prosody (not vol. 3).
Mr. Poilu, Ward.
Five Years Among the Congo Cannibals.
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Sonnets of Michael Angelo, Mosher.
Little Journeys to Homes of Good Men and Great, Hubbard.
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Fiddlers, Their Selections, George.
The Never, Never Land.
Designs for Amer. Homes, Noble.
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Wisdom of the Adepts, Harris.
Third vol. of Can You Forgive Her, Trollope.
Lady Penelope, Roberts.
Gem of Thought, Damow.
Internat'l. Studio Yearbooks, dealing Peasant Art in Austria Hungary.
Tarquemado and Spanish Inquisition, Sabatini.
Short History of Inquisition, Walker.
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Rarahu, Loti.
Ottoman Dynasty, Hidden.

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 Night Side of Japan, Pujamoto.
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 Youngster Valley and Beyond, Bishop.
 Wanderings in China, Cummings.
 Eighteen Capitals of China.
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 Visit to Heaven, Stormfield.
 Sonnets of a Portrait Painter, Ficke.
 Memoir of Rupert Brooke.
 Interpretations, Akins.
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 Nature Study and Related Lit.
 Biology of Seasons.
 Insects and Their Life, History and Habit.
 Life of Shakespeare, Harris.
 Art of Worldly Wisdom, Gracian.
 Sanctuary Meditation, Gracian.
 Mata, the Magician, Ingalese.
 Cosmogon and Evolution, Ingalese.
 Romance of the Renaissance Chateau, Champney.
 History of Art in Persia, Ferrat.

Brick Row Boop Shop, Inc., 104 High St., New Haven, Conn.

Draper, Intellectual Development of Europe.
 Charles W. Eliot, University Administration, 1908.
 Smith, History of Science in the 19th Century, N. Y. 1908.
 Charles W. Eliot, Educational Reform, N. Y. 1908.
 Herbert Spencer, Education, N. Y. 1860.
 Capes' University Life in Athens.
 The Golden Age of Engraving, Frederick Keppel & Co.
 Delphin Classics.
 Yanko, The Little Musician, by Sienkiewicz.
 Richard Carvel, 1st ed.

Foster Brown Co., Ltd., 472 St. Catherine St. West, Montreal, Can.

The Orphan by Mulford.

E. Herrick Brown, 50 North King St., Honolulu, Hawaii

Hawaiian Yesterdays, Lyman.
 Hawaiian Folk Tales, Thrum.
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 Esther Waters, Geo. Moore.
 Andrew's Hawaiian Dictionary.
 Profit Sharing, H. Davison.
 Painted Veils, Geo. Moore.

Brown University, Providence, R. I.

Kawakami, K., Asia at the Door, Revell, 1914.

Burrows Brothers Co., 633 Euclid Ave., Cleveland
 How to Write for Movies, by Carson.

John Byrne & Company, Washington, D. C.

Wells' Recent Economic Changes and Their Effect on Production and Distribution of Wealth.
 Daniels' Chancery Practice, 1st American ed., 1837.
 Talfourd & Stevens' Modern British Essayist, vol. 1.
 Campbell's Lives of the Law Chancellors.

Campion & Co., 1313 Walnut St., Philadelphia
 Age of Mammals, Osborne.
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C. N. Caspar Co., 454 East Water St., Milwaukee, Wis.

Wisconsin Statutes, 1919.
 Glyn, His Hour.
 Kofler, Old Italian School of Singing.
 Knobel, Mosquitoes.
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 Wetherell, Sexual Feeling in Woman.
 Major, How to Develop Your Personality.

Central Book Company, 93 Nassau St., New York
 The Marriage Process in the U. S., by Rev. S. B. Smith.

George M. Chandler, 75 East Van Buren St., Chicago

Carpenter, Intermediate Sex.
 Bryant's Homer, Odyssey, 2 vols., large 8vo.
 Brandes, Main Currents, 6 vols.
 Bowers (E. F.), Sleeping for Health.
 Blavatsky, Isis Unveiled, 2 vols.
 Blavatsky, Secret Doctrine, 2 vols.
 Athenian Society Publications, any.
 Arnold (Thos. W.), Preaching of Islam.
 White (E. S.), African Camp Fires.
 Kouns, Dorcas.
 Job, Propagation of Wild Birds.
 Shelley's Frankenstein.
 Maspero, Struggle of the Nations.
 Maspero, Passing of the Empires.
 Howells, Indian Summer.
 Nares, Voyages to Polar Seas.
 Nordenskiold, Arctic Voyages.
 Nordenskiold, Voyage of the Vega.
 Minor (C. L. C.), The Real Lincoln.
 Mencken, Ventures into Verse.
 Lincoln Letters, Bibliophile Soc., 1913.
 Jowett's Plato, 5 vols., 3rd ed.
 Hunecker, Mezzotints, 1st ed., 1899.
 Hunecker, Chopin, 1st ed., 1900.
 Hunecker, Philharmonic Soc. of N. Y.
 Hunecker, Visionaries, 1st ed., 1905.
 Hunecker, Egoists, 1st ed., 1909.
 Hunecker, Ivory Apes and Peacocks, 1st ed., 1915.
 Hunecker, Old Fogey, His Opinion, etc.
 Hobson, Chinese Porcelain, 2 vols.
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 Handford (T. W.), Poetry and Pictures.
 Gissing, New Grubstreet.
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 Becke, Wild Life in Southern Seas.
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 Rannie, South Sea Cannibals.
 Sermon on the Mount, Philosopher Press.
 Saintsbury, Literary Criticism, 3 vols.
 Sainte-Beuve, Portraits of the 17th Century, 2 vols.
 Rosemary (M. T.), Lincoln's Ancestry.
 Ricci, Louis 16th Furniture.
 Pesel, Stitchery in Belgium, etc., 3 vols.
 Peck, Kingdom of Light, 4 copies.
 Patten, The Years Festivals.
 Stoddard, Summer Cruising in So. Seas.
 Weitenkamp, How to Appreciate Prints, 1st ed., 1908.

The John Clark Co., 1486 W. 25th St., Cleveland, O.
 Cooper (Jas. F.), Complete Works; a good edition, preferably in a fine binding.
 Trollope (Anthony), Barchester Novels; a good edition, preferably in a fine binding.

David B. Clarkson Co., 2535 South State St., Chicago
 Haney's Art of Animal Training.
 Outlaws of the Marches, Hamilton, 2 copies.

Colesworthy's Book Store, 66 Cornhill, Boston, Mass.
 Kaballah Unveiled, Mathers.
 Mass. Acts and Resolves, 1828-34.
 Rifted Clouds, Bella Cook.
 Cassell's Photo Ency. and Dict.
 Heat Treatment, Metalography, Iron, Steel.
 Argosy, Jan., 1808.
 Sheet Anchor, Kedge Anchor, Anything on Ships.
 His Harvest, Paul D. Bell.
 Nature Studies in Field and Wood, Reed.
 Psychic Treatment of Nervous Disorders, Du Boise.
 Brown's Portrait Gallery, Hartford, 185-.
 Property in Land, Henry George.

Columbia University Library, New York

Leavitt, Our Money Wars, 1896.
 Peckham, G. W. and E. G., Wasps: Social and Solitary, Houghton, 1905.
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Columbia University Press Bookstore, 2960 Broadway, New York

Reich, Atlas of English History.

Cornell Co-operative Society, Ithaca, N. Y.

de la Barca, Eight Dramas of Calderon, translated by E. Fitzgerald, published by Macmillan, 1906.

L. M. Cornwall, 227 Pa. Ave., N. W., Wash., D. C.

Loti, Rasahu, Polynesia Idyl.

Ouida, Strathmor.

Dufour, American Vinedressers' Guide.

Saunders, Both Sides of Grape Question.

Johnson, Culture of the Vine.

De Caradenc, Grape Culture.

Syndam, Treatise in Grape Vine.

Adlum, Cultivation of Vine in Am.

Kecht, Pruning the Vine.

Roberts, Culture of the Vine.

Meredith, The Grape Vine.

Rubens, Vine Books trans.

Vizetelly, Facts About Sherry.

Vizetelly, Facts About Port and Maderia.

Vizetelly, Around Lisbon and the Vines.

R. W. Crothers, 122 E. 19th St., New York

Autobiography and Life of Geo. Tyrrell, ed. by Petrie, pub. Longmans.

Dartmouth College Library, Hanover, N. H.

Ady, Rephael.

Ashley, Local and Central Government.

Baker, Specimen Briefs Drawn by Students of Harvard.

Becker, Christianity and Islam, trans. by Rev. H. J. Chaytor.

Benedict & Knoch, Chemistry of the Coal-Tar Colours.

Bourne, Voyages and Explorations.

Butler, The Humour of Homer and Other Essays.

Butler, Life and Habit.

Butler, Unconscious Memory.

Daudet, Tartaran de Tarascon.

Ely, Labor Movement in America.

Dobson, Hogarth.

Harnack, Monasticism, its Ideals and History.

Long, Framework of Union.

Nowland, Romance of Modern Commerce.

Porter, West from Census of 1880.

Sinclair, Plays of Protest.

Davis & Nye, 112-114 Bank St., Waterbury, Conn.

Lunge's Technical Methods of Chemical Analysis, volume 1, parts 1 and 2.

Geo. Dewey, 119 Summit, Toledo, O.

Bible of Reason.

Excuse Me, Rupert Hughes.

Travels of an Irish Gentleman, Moore.

Twenty Years of Hustling, Johnson, paper.

Wild Life in Southern Seas, Beck.

Sailor and Beachcomber, A. S. Middleton.

Typee and Amoo, vol. 2, Herman Melville.

Dixie Business Book Shop, 140 Greenwich St., New York

Economic Crises, Jones, 3 copies.

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Led, Horse Claim, Mrs. A. W. Foote.

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Robert W. Doidge, 16 Elm St., Somerville, Mass.

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The H. & W. B. Drew Co., Jacksonville, Fla.

A Summer in Arcadia, by Allen.

Daniel Dunn, 677 Fulton St., Brooklyn, N. Y.

Lossing's Diary of Washington.

Ford, Lodge, Hale, Bancroft, Schroeder, Custis.

Rush, Balesen, Johnson, other lives of Washington.

Ward, Germantown Road; its Association, etc.

Howe's Virginia.

Lee's Memoirs of G. W. P. Custis.

Tuckerman's Life of Lafayette.

E. P. Dutton & Co., 681 Fifth Ave., New York

Dickinson (H. A.), German Masters of Art.

Illustrated Police News, 1880 to 1900.

E. P. Dutton & Co.—Continued

Illustrated Sporting and Dramatic News, 1860 to 1870.

Illustrated Times, 1880 to 1885.

Indian Tales, 1899.

Indian Walk (Boundary Lines of Perins Grant in Pa.).

Ingersoll's Works, 13 volumes, Dresden Edition.

Islands of the World, 8 vols.

Irving, Life of Washington: Crayon Edition, volume 4, volume 23 of the set.

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Jespersen (O.), Growth and Structure of the English Language.

Johnston, Strange Adventures Down Green River.

Journeys to Bagdad.

McKerrow's Printers' and Publishers' Devices.

Phelps, Essays on Modern Dramatists.

Hewlett (Maurice), Spanish Jade, 1st ed., Letters to Sanchia, 1st ed.

Peter Eckler Publishing Co., P. O. Box 1218, New York

The Papacy in Its Social and Intellectual Activity (1901), by Count Von Hoensbroech.

Emery, Bird, Thayer Co., 25 Madison Ave., New York

Shepherd's Historical Atlas.

Life of Channing, Chadwick, Houghton.

Geo. Fabyan, Riverbank Laboratories, Geneva, Ill., or Walter M. Hill, 22 E. Washington St., Chicago

Works on Ciphers, Obscure Writing, Symbols, Synthetic Elements, Cryptic Forms of Language, Cryptography, Ancient Symbolic Steganography, Signs, and other unusual characters in writing; also the art of deciphering.

Marshall Field & Co., State St., Chicago, Ill.

Spirit of the Laws, by Montesquieu.

Sundials and Roses of Yesterday, by Alice Morse Earle.

Complete Orations and Speeches of Henry W.

Grady, E. D. Shurter, editor.

National Geographic Magazine, Ndv., 1908, and Jan., 1909.

Middle Years, by Tynan.

L'Assommoir Nana, by Zola.

Life by Spinoza, by Pollock.

Memoirs by De Blowitz.

Virginia of the Rhodesians by C. Stockley.

Theory of Pure Design, by D. Ross.

H. W. Fisher & Co., 207 So. 13th St., Philadelphia

Origins of Primitive Superstitions by Rushton M. Dorman.

Painted Veils, Hunecker.

Journey to Nature, pub. by Doubleday.

The Grizzly Bear, by W. H. Wright.

Fowler Brothers, 747 South Broadway, Los Angeles

Altar Stars, Lancaster.

Gammel's Book Store, Austin, Tex.

Bailey's Encyclopedia of Agriculture.

Law Dictionaries, any kind.

J. K. Gill Co., Portland, Ore.

Higginson, Mariella Out West.

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Stokes, Brian, Dracula.

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Alfred F. Goldsmith, 42 Lexington Ave., New York

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 Darby O'Gill and the Good People.
 Pinkerton, Train Robbers and Hold-up Men.
 James Stephens, Anything by.

Goodspeed's Book Shop, 5a Park St., Boston, Mass.
 Anderson, O. P., Voice from Harper's Ferry.
 Armstrong, A. A., Faith and Doubt in Century's Poets, 1898.

Aucassin & Nicolette, transl. by Lang.
 Benson, Cat. of Etchings.

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Book for Photos, pub. by Who-When-What Co., Chicago.

Bristol, C. A., Pieces of Broken-down Critic, 4 v., Baden, 1858.

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Martin, Dr. G., Chemistry and Its Wonders, N. Y.

Melville, Moby Dick, N. Y., 1851.

Miller, Wm., Life of, or Works on.

Mowry, Physical Geography.

Obenchain, Handwoven Coverlets.

Paulding, J. K., Letters on Slavery.

Pidgin, Quincy Adams Sawyer.

Prince, K. C., Christine Rochefort.

Safroni, Middleton, Sailor and Beachcomber.

Sonnets of Living and Dead Authors, 2 v.

State St. Trust Co., 40 old Boston houses.

Stevenson, a Study, by G. A. B., Copeland & Day.

Thompson, Mary, Landmarks in Ancient Dover.

Vt. Hist. Gazetteer, vol. 5.

Walker, Williston, Ten New England Leaders.

Walsh, W. S., Pen Pictures of Modern Authors, 1882.

Weld, Theodore, American Slavery as It Is.

Genealogies: Delano, 1899; Hine by Hine, Hurlburt gen., Merriam gen., Usher & Ussher in Ireland.

Grant's Book Shop, Inc., 127 Genesee St., Utica, N. Y.

Wright, What the Mother of a Deaf Child Ought to Know.

Leonard West, Natural Trout Fly and Its Imitation.

Grimwood's, 24 North Tejon St., Colorado Springs, Colo.

Archko Volume by W. F. Randall, pub. Antiquarian Book Shop.

Priscilla Guthrie's Book Shop, 516 Wm. Penn Place, Pittsburgh, Pa.

Dickens' Birthday Book, illus., pub. 1862, by Whitaker Publishing Co.

Boy Who Brought Christmas, by Alice Morgan, three copies.

Conrad in Quest of His Youth, limited ed.

Cynthia, limited ed.

When Love Flies Out o' the Window, limited ed.

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Reed, Birds of Eastern North America.

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Stevens or Little Crusaders, by Eva A. Madden, pub. by Thos. Y. Crowell.

Harvard Co-Operative Society, Inc., Harvard Sq., Cambridge, Mass.

Along the Florida Keys.

Classical Quarterly, nos. 1 and 2, 1920.

Economic Journal, nos. 105, 106, 113, 114 and 119.

Beveridge, Unemployment, Longmans.

Handcock, Mesopotamian Archaeology.

Gummere, Germanic Origins.

Acosta, Moods, 1919.

Schelling, Elizabethan Drama, 2 vols., 1908.

Ward, English Poets, 5 vols.

Ashley, Modern Tariff History, 1912.

Kilmer, The Summer of Love, 1911.

Dickinson, Meaning of Good, 1906.

Wallas, Human Nature in Politics, 1909.

Peckham, Wasps: Social and Solitary, 1905.

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Fite, Social and Industrial Conditions in the North, etc., 1910.

Haney, Business Organization and Combination, revised ed.

Zimmern, The Greek Commonwealth, 1915, 2nd revised ed.

Dawson, Organized Self-Government, 1920.

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Day, The Neighbor, the Workingman, 1920.

Clow, Principles of Sociology with Educational Applications, 1920.

Walter M. Hill, 22 E. Washington St., Chicago, Ill.

Mumford, Surgical Memoirs.

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Corbett, Cottage Economy.

Kelly, Walter Reed and Yellow Fever.

Lives of the Consorts of the Twelve Caesars, 1723.

B. L. Taylor, 1st ed.

Hamilton, Vanished Poms of Yesterday.

La Garde-Chambonas, Anecdotal Recollections of the Congress of Vienna.

International Studio, vols. 66, 67, 68, indices for.

LaCene, Lasca, translation.

Pitt and Napoleon.

Emerson's Essays, 1st ed.

Hochschild, Kohn, Howard & Lexington, Baltimore

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Flagellation: Memorials of Human Superstition.

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Encyclopedia Britannica, 11th ed., India paper, tooled binding, vols. 8, 10, 19, full red morocco.

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Camp to Camino, North.

Naval History of U. S., Cooper.

Lives of Distinguished American Naval Officers, Cooper.

A Hunter's Life Among Lions, etc., of South Africa, Gordon Cummings.

The She-Devil, M. H. Le Burke.

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Literary Hist. of the Arabs, R. A. Nicholson.

Fornander's Polynesia, 3 vols.

Brown's Grammar, old ed.

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By Reef and Palm, Louis Becke.

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Seventy Years on the Frontier, Alexander Major's Memoirs.

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Paul Hunter, 401½ Church St., Nashville, Tenn.

Ferguson, Serpent and Tree Worship.

Bennett's Old Age Deferred.

Lovell's U. S. Speaker.

Sargent's Standard Speaker.

Henry E. Huntington Library and Art Gallery,
San Gabriel, Cal.

Fish, Daniel, Lincoln Bibliography; a List of Books
and Pamphlets Relating to Abraham Lincoln,
New York, 1906, F. D. Tandy.

Hyland's Old Book Store, 20-44th St., Portland, Ore.

The Agony Column of the "Times," 1800-70, edited
by Alice Clay, London, 1881.

River of the West, Victor.

Bible of Bibles, Graves.

History Oregon and California, 2 vols., Thornton.
Oregon items, any.

Geo. W. Jacobs & Co., 1628 Chestnut, Philadelphia

Mastery Series in French, vol. 2, Appleton.

Beethoven's Letters, edited by Kalischer, 2 vols.,
Dutton.

Alone in the Wilderness, J. E. Knowles, published
by Small, Maynard & Co., Boston, Mass. (out of
print.)

E. W. Johnson, 27 Lexington Ave., New York

Golden Ass, Tylor trans., 1822.

Bushrangers, Thomas.

Schouler's History U. S., 7 vols.

Johnson's Bookstore, 391 Main St., Springfield, Mass.

My Antonia, Cather.

The Edw. P. Judd Co., New Haven, Conn.

Lovely Dancer, Le Gallienne, pub. Lane.

Love's Pilgrimage, Upton Sinclair.

Fungi Which Cause Plant Disease, Stevens, Macmillan.

The Kendrick-Bellamy Co., 16th St. at Stout,
Denver, Colo.

Plato, Loeb Classics.

Kieser's Book Store, 221 N. 16th St., Omaha, Neb.

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Edgar Saltus, any firsts.

Korner & Wood Co., 737 Euclid Ave., Cleveland, O.

Mucke, The Emden, Ritter pub.

Chas. E. Lauriat Co., 385 Washington St., Boston

Avenger of the Spanish Main, Queen of the Sea,

Red Revenger, Edward Z. C. Judson (Ned Buntline).

Life of Marcus Aurelius, Watson, Harper.

From Hawse to Taffrail, Capt. Samuels.

Sun Maid, Grant.

Mrs. Palliser's Old Lace.

Uncle Phil, Maud Carew.

Open Boat, Crane, D. P. Page & Co.

Wanderings in Arabia, Chas. M. Doughty.

Hoosier Holiday, Dreiser, Lane.

The Door in the Wall, H. G. Wells.

In His Own Image, Baron Corvo, John Lane.

Aucassin & Nicolette, ed. & trans. by Bourdillon,
2nd ed., London, Mac., 1897.

Lemcke & Buechner, 32 E. 20th St., New York

World Almanacs for 1921, bound, 3 copies.

Dugdale, The Jukes, 2 copies.

C. F. Lewis, 622 Pike St., Seattle, Wash.

Hans Grass, Crime Investigation.

Ames on Forgery.

Osborn on Question Documents.

Shufeldt, Studies of Human Form.

Huneker, Painted Veils.

Library of Congress, Order Div., Washington, D. C.

Nat. Com. Mental Hygiene Handbk., 1913.

Gladstone, Homer, Lit. Primers, Amer. Bk. Co.

Crownshield, Mrs., Letters, 1815-1816.

C. F. Liebeck, 859 E. 63rd St., Chicago

Sabin's Dictionary, Americana, any parts.

Lord & Taylor Book Shop, Fifth Ave., 38th St.,
New York

Smith, Colonial Days and Ways, 2 copies.

Milmine, Life of Mrs. Eddy.

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Pattmore, Angel in the House.

Lowermilk & Co., Washington, D. C.

Hazelton, Declaration of Independence.

Lowman & Hanford Co., Seattle, Wash.

R. Burton ed., Oriental Tales, complete.

Ships and Sailors of Old Salem.

Robert W. Lull, 1 Chapel St., Newburyport, Mass.

The Covenant, I. O. O. F. Magazine, Baltimore,

1843-5.

Baltimore Saturday Visiter, 1832-5.

U. S. Military Magazine, Phila., 1843.

Hodder's Arithmetic, Boston, 1719.

McClelland & Co., 141 N. High St., Columbus, O.

Bits of Life, Brentano's.

A. C. McClurg & Co., 218 S. Wabash Ave., Chicago

De Clifford, Egypt the Cradle of Ancient Masonry.

Chalmers, Political Annals of the Present United

Colonies, London, 1780.

The Archko Volume.

Hunkel, Thru England With Tennyson, 10 copies.

Forney, Anecdotes of Public Men, 2 vols.

Rogers' Rosary.

McDevitt's People's Library, 2079 Sutter St., San
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Hanish, Health and Breath Cult.

Harper's Monthly, Sept., 1916, several copies.

McDevitt-Wilson's, Inc., 30 Church St., New York

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 Cooley's Encyclopedia, 2 vols., 6th ed.
 Warren, History of United States, 3rd vol.
 Williamson, Chauffeur and the Chaperon.
 Brainard, Personal Conduct of Belinda.
 Development of Cabinet Government in England, M. T. Blauvelt.
 Tolstoy, Vol. 5, Anna Kerenin, illus., Sterling ed., Dana, Esty.
 Vol. 9, What Shall We Do Then? Collected articles, Death of Ivan Ilich, Dramatic Works, The Kreutzen Sonata.
 Vol. 10, Walk in the Light, Thoughts and Aphorisms, Letters, The Kingdom of God, Christianity and Patriotism.
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Crile, Man and Adaptive Mechanism, Macmillan.
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 Smith & Wace, Dictionary of Christian Biography, 4 vols., L., B. & Co.

R. H. Macy & Co., Inc., Book Dept., Herald Sq., New York

St. Nicholas, 1919, Bound.
 Night Hawk, A. John Stokes.
 The Prophet of Nazareth, Schmidt, pub. Macmillan.
 Speculum Sacerdotum, Newbold, pub. Longmans.
 Arrows in the Gale, Asturo Giovannitti.

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Who's Who in America, 1912-13.
 Who's Who in America, 1918-19.
 Who's Who in New England, 1916.

Martin & Allardyce, Room 23, Appleby Bldg., Asbury Park, N. J. [Cash]

Delano Genealogy, 1899.
 Allison Genealogy.
 Southern New York, Lewis, 4 vols.
 Connecticut, Lewis, 4 vols.

The Millicent Library, Fairhaven, Mass.

Dunraven, Earl, Self-instruction in the Practice and Theory of Navigation, Macmillan, 1908 ed. preferred.

Edwin V. Mitchell, 27 Lewis St., Hartford, Conn.

Bear Hunters, Bowman, Dutton.
 Anecdotes Nouvelles, Writers Pub. Co.
 Old Chimney Stacks.
 Merchant Seamen at War, Cornford.

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Newark Free Public Library, Newark, N. J.

Dene, History of Woodstock, Vt.

Newbegin's, San Francisco, Calif.

American Bibliography from the Genesis of Printing in 1639, Arthur H. Clark Co.
 Geike, The Great Ice Age.
 The Story of Man.

N. Y. Medical Book Co., 231 4th St., Union Hill, N. J.

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 Lancaster, Historic Virginia Homes and Churches, 1915.

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Leffingwell, Art of Wing Shooting, paper or clo., Rand, McN. Co.

Blackstone Commentaries, Lewis ed.

Lloyd, Six Stars, Scrib.

Memoirs of David P. Brown.

Hon. John Sanders, Early Settlers.

Ewing, Blue Bells on the Lea.

Netter, Histy. of Ancient Pharmacy, Engelhard.

Beerbohm, Seven Men.

Old Corner Book Store, Inc., 27 Bromfield St., Boston

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Osborne's Book Store, Santa Barbara, Calif.

Meycan Trails, S. D. Kirkham.

E. H. Otting, Warren, O.

Dawn Thought, Lloyd, Masifus, 1900.

Science of Thought, 2 vols., Mueller, Scrib., 1887.

Mental Evolution in Man, Romanes, Appl., 1889.

Bible, Origin, etc., Sutherland, Putnam's, 1893.

Mystics, Hours with, Vaughn, 2 vols., 6th ed., Scrib., 1893.

Lazarus, tr. by Asher, Development of the Human

Race, Trübner, 1880.

Galton's Hereditary Genius, Appl., 1879.

Proceedings Democratic Nat. Convention, 1916.

McCarthy, Great Pyramid, Gizeh.

Huntley, Harmonics of Evolution.

Riley, James Whitcomb, set.

Audsley, Art of Oregon Buildings, Dodd, '05.

Atlas of Long Island, N. Y.

Pearlman's Book Shop, 933 G St., N. W., Washington, D. C.

Wilson, Bunker Bean.

Chrichton, Andrew, History of Arabia, Ancient and

Modern, vol. 1.

Lincoln, C. O. D.

Amon, As a Chinaman Sees It, Appleton.

Epictetus, Old ed. of Epigrams.

Tillinghast, History of Negro in America and Africa.

Rittenhouse, Lover's Rubiyat.

The Pettibone-McLean Co., 23 W. 2nd St., Dayton, O.

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Silences of Jesus, Ainsworth.

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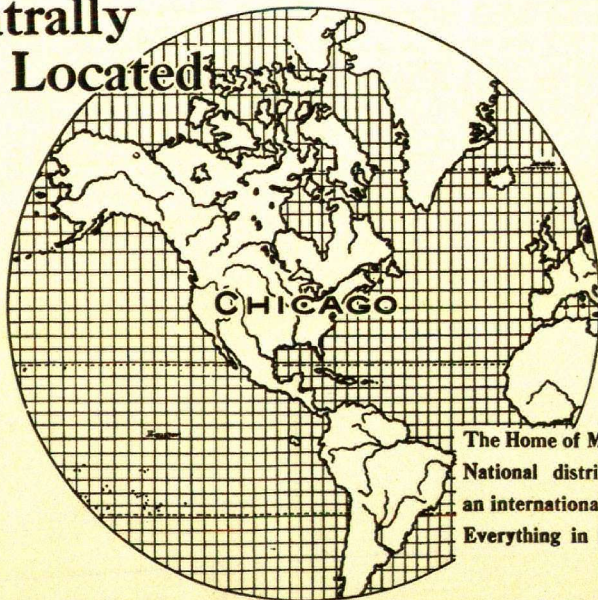
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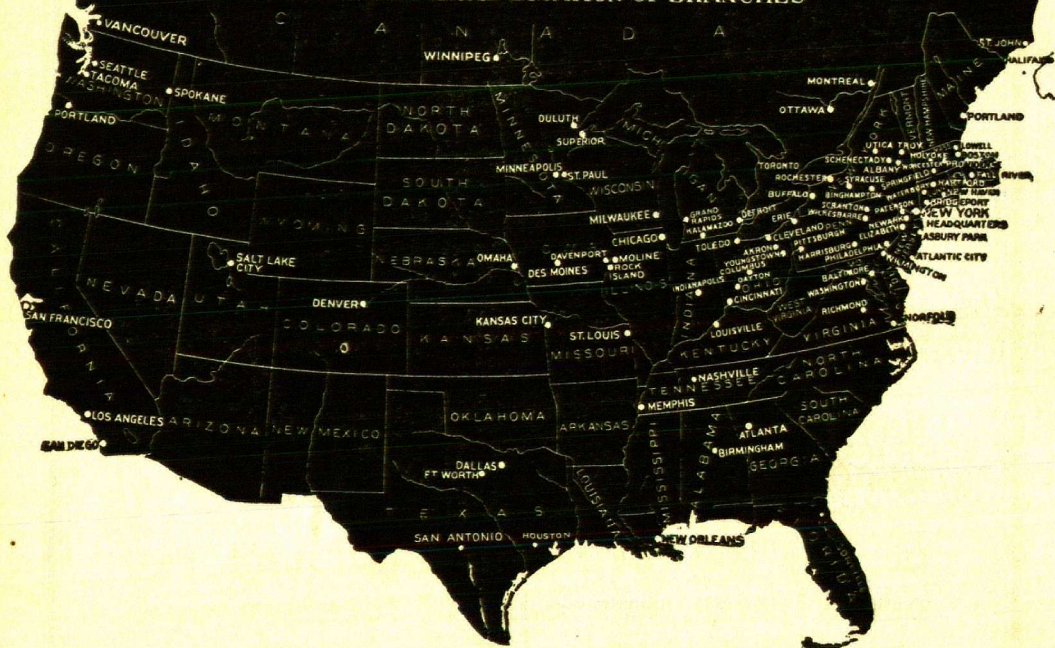
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